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National Association of Broadcasters

1986 TELEVISION FINANCIAL REPORT

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Methodology

Financial questionnaires requesting 1985 revenue sources, department expenses, and specific line items were mailed to all U. S. commercial television stations in January 1986. Of the 903 stations that were on the air during all of 1985, 625 facilities representing 655 television stations completed the survey. This results in a response rate of 72.5%.

From the information collected 111 tables were prepared based on station types (UHF, VHF, affiliate and independent), revenue categories, and market size. Stations are classified by market size using the 1985-1986 Arbitron Area of Dominant Influence (ADI) ranking. Stations not within an ADI are not included in any tables that report information for stations grouped by market size, but are included in other relevant tables. Information regarding station type, format and revenue were requested in the survey.

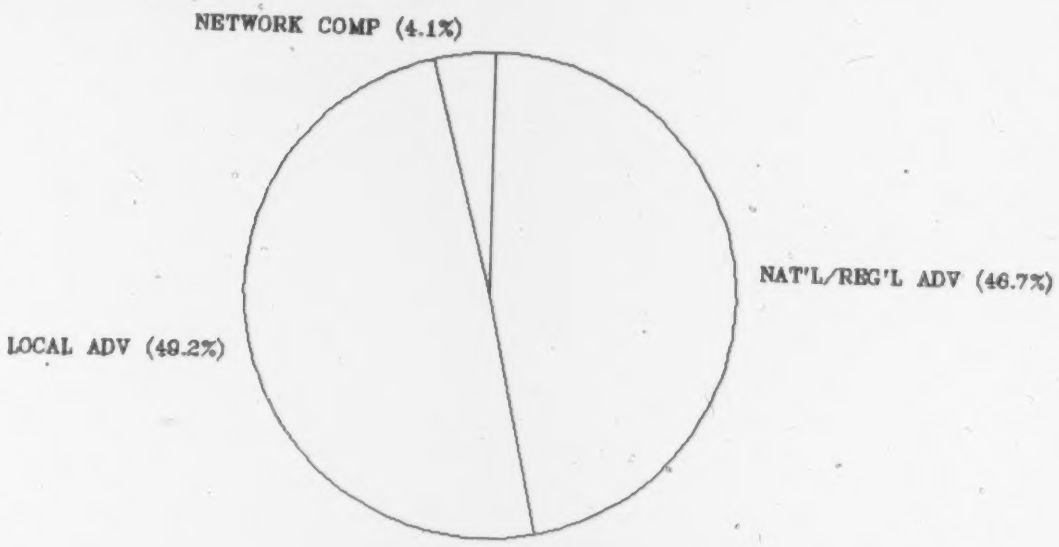
The number of stations responding in each table is reported near the top of each page. It should be noted, however, that a few stations did not complete the entire questionnaire. The averages presented are based upon the number of stations responding in each particular category. Thus, since a few stations only reported revenue and not expenses, the average total profits need not equal the difference between total net revenues and expenses. The reported average total profits are derived only from the stations who reported both revenues and expenses.

In addition to the average (mean) response, each table in this book shows the 25th percentile case, 50th percentile (median) case, and 75th percentile case of responding stations in each revenue and expense category. (The 75th percentile case has revenue or expense which is equal to or greater than that of 75% of responding stations.) The categories of information reported in the tables are identical to the categories that were requested in the survey. Definitions of these revenue and expense items are found on page 112.

Total salary expense is an addition to the report this year. Of the other categories listed, three merit particular attention. First, the revenue sources include all political advertising and trade outs and barter. Likewise, the departmental expenses include all of the selected expense items such as depreciation and amortization, total cost of broadcast rights, etc. Finally, some television stations include their advertising and promotion costs with their sales department costs. Therefore, care should be taken when using the reported values for that department.

Nationwide Profile

For all stations responding to our survey, on average, 4.1% of their total time sales were from network compensation, 49.2% from local advertising, and 46.7% from national/regional advertising.



As for expenses, on the average, 9.5% goes to engineering, 29.7% for program and production, 16.3% for news, 10.2% for sales, 28.6% for advertising and promotion, 28.6% for general and administrative expenses.

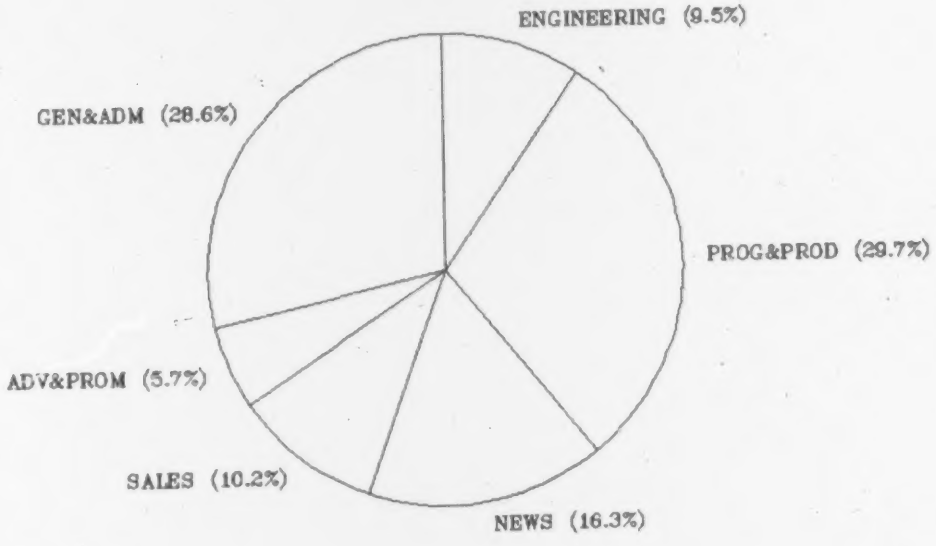


Table 1
All Stations
ADI Markets 1 - 10

59 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,135,168	1.9	0	55,000	2,000,509
Nat'l/Reg'l Advertising	22,769,548	43.5	12,337,532	25,236,526	37,353,824
Local Advertising	32,290,010	54.5	8,526,611	26,272,000	42,986,032
Total Time Sales	**59,216,856**	**100.0**	**27,427,616**	**54,494,820**	**84,266,688**
Agency & Rep Commissions	9,012,674		2,224,837	8,184,466	14,252,100
Other Revenue	521,411		114,260	272,999	680,718
Total Net Revenue	**50,725,592**		**20,293,442**	**47,800,120**	**73,165,000**
Departmental Expenses					
Engineering	3,210,418	9.6	853,440	1,997,966	4,187,769
Program & Production	11,629,971	34.9	5,041,659	9,016,764	13,175,304
News	6,827,895	20.5	463,830	4,537,480	8,824,944
Sales	2,987,450	9.0	1,329,722	2,111,292	3,919,279
Advertising & Promotion	2,399,990	7.2	974,079	1,748,000	3,631,270
General & Administrative	6,300,818	18.9	3,008,000	5,542,260	8,758,852
Total Expenses	**33,448,760**	**100.0**	**18,236,776**	**29,368,352**	**53,881,096**
Pre-Tax Profit	**17,276,834**		**2,475,470**	**14,401,000**	**28,143,600**
Selected Revenue Items -					
Total Political Advertising	317,480		10,435	67,634	409,693
Total Trade-Outs & Barter	1,267,488		385,597	913,024	2,018,175
Selected Expense Items -					
Total Salaries	9,754,322		2,792,790	7,782,518	14,949,800
Cost of Broadcast Rights	7,874,699		2,432,815	5,388,547	8,645,366
Music License Fees	676,444		196,008	657,438	1,065,978
Rating Services	733,897		303,225	657,902	1,210,480
Depreciation & Amortization	1,756,256		756,786	1,442,154	2,147,888
Interest	294,153		0	0	238,337
Utility Costs	274,939		173,233	264,751	340,725
Corporate Allocation Charges	1,171,792		93,200	629,758	1,859,750
Employment					
Fulltime	205		92	205	299
Parttime	10		2	10	14

Table 2
All Stations
ADI Markets 11 - 20

45 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	833,051	2.9	0	902,265	1,457,880
Nat'l/Reg'l Advertising	15,804,736	54.7	10,737,756	14,892,261	22,330,016
Local Advertising	12,255,097	42.4	7,960,400	12,535,998	16,717,320
Total Time Sales	**28,892,884**	**100.0**	**18,724,616**	**29,979,000**	**38,159,792**
Agency & Rep Commissions	4,905,609		2,966,919	5,015,000	6,700,241
Other Revenue	492,094		135,962	275,748	728,666
Total Net Revenue	**24,474,250**		**15,184,784**	**25,072,000**	**31,907,198**
Departmental Expenses					
Engineering	1,622,200	9.3	958,896	1,522,544	2,215,248
Program & Production	5,682,963	32.5	4,111,189	5,410,566	7,034,643
News	2,923,645	16.7	728,183	3,064,918	5,111,444
Sales	1,758,872	10.1	1,174,866	1,496,482	2,018,466
Advertising & Promotion	1,128,717	6.5	813,279	1,072,693	1,509,063
General & Administrative	4,364,361	25.0	2,279,170	4,028,634	5,465,642
Total Expenses	**17,441,674**	**100.0**	**12,766,968**	**17,670,600**	**22,152,298**
Pre-Tax Profit	**7,032,574**		**2,092,266**	**5,746,242**	**11,598,942**
Selected Revenue Items -					
Total Political Advertising	39,964		5,047	20,852	59,130
Total Trade-Outs & Barter	629,410		234,854	412,969	888,996
Selected Expense Items -					
Total Salaries	5,513,964		2,933,396	5,619,176	7,994,523
Cost of Broadcast Rights	4,011,878		2,532,062	3,659,814	4,650,720
Music License Fees	358,583		196,084	349,319	492,956
Rating Services	252,428		207,673	248,419	324,444
Depreciation & Amortization	1,134,685		719,250	1,083,279	1,443,558
Interest	515,111		0	0	214,347
Utility Costs	169,224		114,638	175,532	219,000
Corporate Allocation Charges	619,156		102,468	450,000	1,079,290
Employment					
Fulltime	147		88	163	199
Parttime	12		5	10	18

Table 3
All Stations
ADI Markets 21 - 30

40 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	668,225	3.1	0	798,261	1,058,523
Nat'l/Reg'l Advertising	11,189,014	51.9	5,221,710	11,139,298	14,820,732
Local Advertising	9,698,861	45.0	7,163,831	10,386,414	12,972,554
Total Time Sales	**21,556,100**	**100.0**	**11,470,188**	**23,029,016**	**28,434,836**
Agency & Rep Commissions	3,763,824		2,184,867	3,972,771	4,994,096
Other Revenue	351,804		124,575	195,977	448,783
Total Net Revenue	**18,144,080**		**9,866,677**	**19,357,864**	**23,723,500**
Departmental Expenses					
Engineering	1,252,376	9.2	716,229	1,178,712	1,652,336
Program & Production	4,277,341	31.5	2,971,858	3,967,414	4,842,336
News	1,746,615	12.9	55,040	2,216,167	2,694,624
Sales	1,101,825	8.1	879,040	1,093,181	1,407,545
Advertising & Promotion	779,581	5.7	473,304	716,176	916,694
General & Administrative	4,412,819	32.5	2,169,403	3,447,053	4,339,809
Total Expenses	**13,570,559**	**100.0**	**9,344,112**	**12,999,352**	**16,231,863**
Pre-Tax Profit	**4,573,520**		**96,419**	**4,595,133**	**9,122,888**
Selected Revenue Items -					
Total Political Advertising	28,611		0	5,805	47,112
Total Trade-Outs & Barter	389,800		120,470	267,809	587,280
Selected Expense Items -					
Total Salaries	3,930,409		1,686,958	4,155,443	5,372,471
Cost of Broadcast Rights	2,740,119		1,421,987	2,078,045	3,503,264
Music License Fees	264,306		126,398	256,222	370,542
Rating Services	197,294		149,761	210,226	271,743
Depreciation & Amortization	1,472,282		707,075	949,317	1,156,683
Interest	998,388		0	0	347,192
Utility Costs	195,085		139,819	159,659	214,626
Corporate Allocation Charges	332,792		0	153,572	449,666
Employment					
Fulltime	116		62	123	160
Parttime	9		3	7	13

Table 4
All Stations
ADI Markets 31 - 40

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	795,224	5.4	0	836,715	1,178,499
Nat'l/Reg'l Advertising	7,127,761	48.3	3,804,696	6,982,302	9,386,522
Local Advertising	6,837,046	46.3	3,063,811	7,725,509	9,056,237
Total Time Sales	**14,759,007**	**100.0**	**7,695,065**	**16,433,940**	**21,030,372**
Agency & Rep Commissions	2,438,665		1,336,877	2,712,697	3,360,052
Other Revenue	235,545		76,309	156,990	289,221
Total Net Revenue	**12,555,886**		**6,302,233**	**14,099,503**	**17,710,870**
Departmental Expenses					
Engineering	803,381	7.8	489,373	682,584	1,121,343
Program & Production	2,850,454	27.6	1,955,862	2,850,413	3,382,497
News	1,605,746	15.5	11,534	1,955,231	2,408,413
Sales	1,033,654	10.0	767,665	1,010,932	1,197,619
Advertising & Promotion	540,731	5.2	330,000	471,910	543,307
General & Administrative	3,497,172	33.9	1,979,000	2,812,483	3,812,637
Total Expenses	**10,331,141**	**100.0**	**7,668,521**	**10,010,185**	**12,564,374**
Pre-Tax Profit	**2,224,745**		**(701,337)**	**1,748,148**	**5,105,991**
Selected Revenue Items -					
Total Political Advertising	67,883		0	4,366	93,413
Total Trade-Outs & Barter	428,228		167,033	274,501	461,429
Selected Expense Items -					
Total Salaries	3,285,016		1,339,511	3,574,233	4,536,282
Cost of Broadcast Rights	1,831,476		1,294,264	1,707,430	2,174,789
Music License Fees	188,993		83,914	185,853	265,829
Rating Services	161,343		124,272	165,371	201,121
Depreciation & Amortization	1,124,347		577,431	955,916	1,347,973
Interest	884,978		0	0	962,741
Utility Costs	159,726		121,216	150,000	174,257
Corporate Allocation Charges	204,684		0	108,250	403,914
Employment					
Fulltime	109		52	119	147
Parttime	7		2	5	12

Table 5
All Stations
ADI Markets 41 - 50

44 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	857,903	7.6	275,221	637,360	1,262,000
Nat'l/Reg'l Advertising	5,381,288	47.6	2,873,905	5,189,072	7,718,751
Local Advertising	5,074,165	44.9	2,282,478	4,327,596	8,277,532
Total Time Sales	**11,313,358**	**100.0**	**5,214,238**	**10,593,494**	**16,790,880**
Agency & Rep Commissions	1,840,539		1,002,534	1,722,151	2,784,079
Other Revenue	151,265		53,829	107,225	204,519
Total Net Revenue	**9,624,083**		**4,496,180**	**8,874,716**	**14,221,313**
Departmental Expenses					
Engineering	620,603	9.2	348,547	596,004	871,221
Program & Production	1,904,422	28.1	1,292,964	1,808,314	2,531,997
News	937,857	13.8	17,774	1,054,231	1,570,142
Sales	781,854	11.5	432,370	753,730	1,066,601
Advertising & Promotion	303,797	4.5	190,520	311,837	409,908
General & Administrative	2,225,619	32.9	1,574,442	2,232,135	2,879,206
Total Expenses	**6,774,130**	**100.0**	**4,196,845**	**6,921,292**	**8,972,994**
Pre-Tax Profit	**2,849,952**		**106,801**	**2,323,381**	**5,232,647**
Selected Revenue Items -					
Total Political Advertising	53,382		2,305	13,328	63,970
Total Trade-Outs & Barter	247,349		112,092	152,900	387,344
Selected Expense Items -					
Total Salaries	2,321,807		996,060	2,607,963	3,330,579
Cost of Broadcast Rights	1,187,146		616,793	1,240,220	1,500,228
Music License Fees	153,696		76,017	138,935	205,290
Rating Services	133,492		105,235	141,957	157,830
Depreciation & Amortization	787,896		324,730	707,400	1,111,969
Interest	183,354		0	18,767	185,232
Utility Costs	133,207		101,921	132,293	162,364
Corporate Allocation Charges	244,512		0	145,352	303,550
Employment					
Fulltime	87		44	95	120
Parttime	6		3	5	9

Table 6
All Stations
ADI Markets 51 - 60

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	590,925	6.8	97,858	539,319	892,866
Nat'l/Reg'l Advertising	4,018,858	46.0	2,162,694	4,682,385	5,971,820
Local Advertising	4,123,079	47.2	1,841,252	4,514,931	5,990,863
Total Time Sales	**8,732,863**	**100.0**	**4,845,285**	**9,580,842**	**13,122,324**
Agency & Rep Commissions	1,387,483		774,277	1,526,472	2,045,922
Other Revenue	185,619		46,884	158,899	308,746
Total Net Revenue	**7,530,999**		**4,002,042**	**8,194,468**	**11,359,716**
Departmental Expenses					
Engineering	553,251	8.9	363,271	500,976	709,882
Program & Production	1,419,074	22.8	754,323	1,418,601	2,074,209
News	843,165	13.6	76,986	956,318	1,447,780
Sales	784,409	12.6	571,855	758,117	949,464
Advertising & Promotion	253,631	4.1	172,024	269,679	364,700
General & Administrative	2,359,856	38.0	1,143,474	1,753,324	2,840,422
Total Expenses	**6,222,212**	**100.0**	**3,981,368**	**6,215,186**	**7,648,045**
Pre-Tax Profit	**1,308,787**		**(58,703)**	**1,111,024**	**3,954,176**
Selected Revenue Items -					
Total Political Advertising	30,766		618	9,515	35,866
Total Trade-Outs & Barter	242,784		76,239	159,876	364,703
Selected Expense Items -					
Total Salaries	2,120,119		1,116,436	2,362,409	3,027,914
Cost of Broadcast Rights	839,854		427,000	821,451	1,344,662
Music License Fees	124,677		52,157	110,354	182,733
Rating Services	94,119		62,648	92,880	128,981
Depreciation & Amortization	959,280		344,500	578,517	1,093,766
Interest	922,385		0	48,478	823,586
Utility Costs	115,823		85,945	113,451	147,495
Corporate Allocation Charges	119,480		0	1,234	123,750
Employment					
Fulltime	103		43	92	108
Parttime	5		3	6	8

Table 7
All Stations
ADI Markets 61 - 70

37 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	593,989	6.3	341,325	501,000	779,153
Nat'l/Reg'l Advertising	4,414,129	47.2	2,768,481	4,358,970	5,373,938
Local Advertising	4,348,126	46.5	2,697,612	4,230,606	5,545,782
Total Time Sales	**9,356,244**	**100.0**	**6,274,860**	**9,121,453**	**12,324,382**
Agency & Rep Commissions	1,534,795		1,121,732	1,553,265	1,969,832
Other Revenue	236,755		71,644	116,660	298,355
Total Net Revenue	**8,058,204**		**5,369,865**	**7,646,279**	**10,567,752**
Departmental Expenses					
Engineering	631,861	9.1	414,740	587,793	805,080
Program & Production	1,893,701	27.3	1,480,437	1,918,109	2,269,034
News	974,797	14.0	545,239	1,036,444	1,376,867
Sales	775,715	11.2	498,522	712,400	928,890
Advertising & Promotion	297,451	4.3	153,492	275,431	408,400
General & Administrative	2,375,003	34.2	1,598,106	1,920,152	2,638,927
Total Expenses	**6,949,341**	**100.0**	**5,275,565**	**6,961,500**	**8,463,822**
Pre-Tax Profit	**1,108,863**		**(1,087,674)**	**1,267,560**	**2,516,891**
Selected Revenue Items -					
Total Political Advertising	42,390		1,228	13,036	65,195
Total Trade-Outs & Barter	273,739		101,290	160,549	329,600
Selected Expense Items -					
Total Salaries	2,276,646		1,649,044	2,283,876	2,935,903
Cost of Broadcast Rights	1,032,904		635,529	1,020,650	1,370,380
Music License Fees	125,139		76,384	113,035	165,857
Rating Services	114,817		90,365	120,105	137,213
Depreciation & Amortization	917,221		380,033	575,107	1,029,635
Interest	235,106		0	0	194,286
Utility Costs	146,651		99,213	142,764	188,384
Corporate Allocation Charges	235,570		0	136,505	324,907
Employment					
Fulltime	86		67	87	103
Parttime	11		3	9	19

Table 8
All Stations
ADI Markets 71 - 80

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	523,813	6.9	329,687	459,428	697,545
Nat'l/Reg'l Advertising	3,674,554	48.4	2,835,553	3,328,982	4,832,421
Local Advertising	3,390,518	44.7	2,377,974	3,475,341	4,203,818
Total Time Sales	**7,588,886**	**100.0**	**6,298,359**	**7,659,579**	**9,190,618**
Agency & Rep Commissions	1,255,755		1,000,795	1,253,935	1,558,995
Other Revenue	169,863		77,028	129,166	265,082
Total Net Revenue	**6,383,582**		**5,201,562**	**6,609,806**	**7,710,405**
Departmental Expenses					
Engineering	526,893	10.5	366,096	475,743	720,871
Program & Production	1,266,406	25.1	1,069,796	1,241,621	1,553,087
News	804,503	16.0	411,520	869,747	1,148,971
Sales	591,383	11.7	379,679	594,055	770,251
Advertising & Promotion	198,307	3.9	98,611	182,602	289,423
General & Administrative	1,653,915	32.8	1,267,498	1,461,404	2,066,095
Total Expenses	**4,902,460**	**100.0**	**3,982,352**	**4,930,654**	**6,283,380**
Pre-Tax Profit	**1,397,327**		**139,960**	**1,372,878**	**2,515,211**
Selected Revenue Items -					
Total Political Advertising	61,132		2,135	14,250	116,016
Total Trade-Outs & Barter	160,234		54,064	111,264	232,752
Selected Expense Items -					
Total Salaries	1,865,876		1,251,479	1,983,038	2,468,046
Cost of Broadcast Rights	612,742		296,564	576,604	814,246
Music License Fees	104,857		61,358	89,104	155,507
Rating Services	82,509		65,601	83,327	104,112
Depreciation & Amortization	575,054		287,752	499,712	729,787
Interest	87,501		0	16,113	138,936
Utility Costs	115,699		66,674	114,589	153,206
Corporate Allocation Charges	165,100		0	84,534	274,807
Employment					
Fulltime	74		62	73	96
Parttime	8		6	8	11

Table 9
All Stations
ADI Markets 81 - 90

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	589,118	9.9	160,164	477,056	989,253
Nat'l/Reg'l Advertising	2,532,527	42.6	1,074,670	2,369,217	3,518,771
Local Advertising	2,828,288	47.5	1,522,357	3,029,873	3,886,918
Total Time Sales	**5,949,220**	**100.0**	**3,451,147**	**6,111,497**	**8,722,446**
Agency & Rep Commissions	879,755		435,326	857,771	1,326,760
Other Revenue	127,041		51,657	104,580	170,700
Total Net Revenue	**5,196,505**		**3,168,359**	**5,299,318**	**7,349,377**
Departmental Expenses					
Engineering	472,076	10.1	257,716	404,332	665,981
Program & Production	1,005,831	21.5	729,901	973,315	1,193,489
News	569,374	12.2	223,626	580,911	1,013,033
Sales	540,860	11.6	335,804	549,463	737,668
Advertising & Promotion	221,556	4.7	85,922	165,158	308,488
General & Administrative	1,864,206	39.9	1,007,079	1,581,743	2,123,608
Total Expenses	**4,673,906**	**100.0**	**2,904,039**	**4,381,944**	**6,400,223**
Pre-Tax Profit	**522,599**		**(231,906)**	**776,321**	**1,407,293**
Selected Revenue Items -					
Total Political Advertising	17,404		742	9,710	21,104
Total Trade-Outs & Barter	136,434		46,893	116,765	205,354
Selected Expense Items -					
Total Salaries	1,552,820		1,049,461	1,432,254	2,318,034
Cost of Broadcast Rights	605,542		330,860	566,977	703,657
Music License Fees	79,925		43,767	84,281	103,396
Rating Services	79,509		72,069	87,424	95,383
Depreciation & Amortization	575,030		287,964	455,204	735,971
Interest	386,332		1,179	17,341	782,412
Utility Costs	109,940		82,096	102,109	130,644
Corporate Allocation Charges	256,704		9,837	192,583	248,148
Employment					
Fulltime	66		48	62	85
Parttime	8		4	6	11

Table 10
All Stations
ADI Markets 91 - 100

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	369,556	6.1	164,452	327,194	493,815
Nat'l/Reg'l Advertising	2,621,909	43.4	1,643,933	2,659,067	3,287,031
Local Advertising	3,050,674	50.5	1,614,406	2,605,896	4,197,265
Total Time Sales	**6,042,140**	**100.0**	**4,374,384**	**6,162,323**	**7,935,932**
Agency & Rep Commissions	920,407		664,895	908,971	1,164,196
Other Revenue	147,932		37,865	74,715	184,303
Total Net Revenue	**5,269,665**		**3,629,834**	**5,331,386**	**6,995,155**
Departmental Expenses					
Engineering	484,527	10.2	311,261	446,831	644,414
Program & Production	1,055,713	22.2	706,098	888,698	1,268,320
News	490,841	10.3	69,155	511,653	653,764
Sales	628,812	13.2	385,498	644,340	860,851
Advertising & Promotion	167,282	3.5	73,997	132,791	244,152
General & Administrative	1,919,377	40.4	946,711	1,532,651	2,302,609
Total Expenses	**4,746,553**	**100.0**	**3,222,839**	**4,514,565**	**6,217,747**
Pre-Tax Profit	**523,112**		**(296,571)**	**483,478**	**1,446,771**
Selected Revenue Items -					
Total Political Advertising	15,566		2,002	4,177	17,874
Total Trade-Outs & Barter	200,936		57,821	99,462	249,145
Selected Expense Items -					
Total Salaries	1,593,269		1,009,197	1,549,927	1,941,475
Cost of Broadcast Rights	489,207		242,623	369,083	773,436
Music License Fees	85,944		45,692	70,642	97,621
Rating Services	73,942		61,169	82,314	91,578
Depreciation & Amortization	671,244		295,912	525,720	1,013,033
Interest	437,616		2,489	126,580	680,439
Utility Costs	92,867		50,298	87,465	130,529
Corporate Allocation Charges	173,886		0	37,600	262,975
Employment					
Fulltime	68		54	68	81
Parttime	7		3	5	10

Table 11
All Stations
ADI Markets 101 - 110

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	495,021	7.3	294,336	454,635	662,744
Nat'l/Reg'l Advertising	2,837,660	42.1	1,912,094	2,644,220	3,714,424
Local Advertising	3,415,087	50.6	2,290,085	3,299,221	4,238,298
Total Time Sales	**6,747,768**	**100.0**	**4,930,730**	**6,540,257**	**7,984,597**
Agency & Rep Commissions	1,040,621		678,636	1,044,339	1,259,473
Other Revenue	186,270		76,561	146,027	299,875
Total Net Revenue	**5,893,739**		**4,275,880**	**5,909,019**	**7,033,666**
Departmental Expenses					
Engineering	480,852	8.7	284,923	417,198	559,137
Program & Production	1,073,924	19.5	736,421	1,027,587	1,362,894
News	661,803	12.0	515,152	665,407	817,951
Sales	709,809	12.9	442,983	667,508	817,674
Advertising & Promotion	212,720	3.9	103,524	180,890	278,520
General & Administrative	2,371,066	43.0	1,249,976	1,771,031	2,353,162
Total Expenses	**5,510,534**	**100.0**	**3,862,951**	**4,760,339**	**6,652,025**
Pre-Tax Profit	**383,204**		**(589,484)**	**357,598**	**1,708,889**
Selected Revenue Items -					
Total Political Advertising	12,318		1,687	5,726	24,814
Total Trade-Outs & Barter	161,429		89,674	120,598	178,031
Selected Expense Items -					
Total Salaries	1,806,342		1,439,007	1,713,902	2,037,018
Cost of Broadcast Rights	484,311		322,076	465,739	589,525
Music License Fees	92,854		48,113	80,135	123,925
Rating Services	64,719		50,100	65,342	75,469
Depreciation & Amortization	953,562		388,808	624,302	1,035,291
Interest	421,523		0	8,107	197,567
Utility Costs	121,148		71,507	111,488	148,214
Corporate Allocation Charges	177,178		0	49,000	222,157
Employment					
Fulltime	76		61	73	85
Parttime	9		3	7	12

Table 12
All Stations
ADI Markets 111 - 120

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	440,931	11.1	143,694	382,081	604,197
Nat'l/Reg'l Advertising	1,761,932	44.2	1,090,282	1,700,376	2,077,388
Local Advertising	1,779,697	44.7	1,204,983	1,490,790	2,353,804
Total Time Sales	**3,982,557**	**100.0**	**2,739,332**	**3,476,993**	**5,040,490**
Agency & Rep Commissions	584,921		377,537	474,880	819,215
Other Revenue	131,519		46,578	80,461	183,127
Total Net Revenue	**3,529,155**		**2,481,815**	**3,217,430**	**4,269,159**
Departmental Expenses					
Engineering	317,599	9.0	258,171	324,699	383,274
Program & Production	672,732	19.0	471,076	635,523	734,035
News	440,694	12.5	334,470	399,338	575,902
Sales	422,835	12.0	347,128	394,601	474,690
Advertising & Promotion	114,329	3.2	57,230	93,060	172,417
General & Administrative	1,568,514	44.3	976,395	1,221,154	1,991,031
Total Expenses	**3,500,703**	**100.0**	**2,825,983**	**3,335,198**	**4,045,364**
Pre-Tax Profit	**53,196**		**(827,387)**	**206,312**	**583,249**
Selected Revenue Items -					
Total Political Advertising	15,310		0	3,780	21,150
Total Trade-Outs & Barter	168,731		67,525	140,604	180,986
Selected Expense Items -					
Total Salaries	1,217,313		993,098	1,129,648	1,427,509
Cost of Broadcast Rights	307,839		211,228	288,413	354,026
Music License Fees	52,217		26,529	44,079	73,294
Rating Services	51,003		37,604	52,870	66,212
Depreciation & Amortization	513,545		236,801	460,663	609,798
Interest	300,229		0	41,568	321,362
Utility Costs	82,810		67,339	80,827	97,408
Corporate Allocation Charges	146,888		0	75,709	169,255
Employment					
Fulltime	57		52	58	64
Parttime	8		4	6	10

Table 13
All Stations
ADI Markets 121 - 130

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	423,848	10.4	210,745	277,416	569,765
Nat'l/Reg'l Advertising	1,574,026	38.7	888,968	1,429,252	2,079,149
Local Advertising	2,071,151	50.9	1,122,454	1,871,922	2,717,063
Total Time Sales	**4,075,659**	**100.0**	**2,011,422**	**3,989,400**	**5,316,428**
Agency & Rep Commissions	536,392		242,275	556,504	677,902
Other Revenue	133,677		43,446	78,724	146,180
Total Net Revenue	**3,661,954**		**1,977,540**	**3,718,991**	**4,826,359**
Departmental Expenses					
Engineering	283,141	8.6	206,013	279,727	368,893
Program & Production	675,534	20.6	337,752	646,360	788,530
News	452,716	13.8	239,710	356,136	652,524
Sales	480,765	14.7	273,277	419,300	565,691
Advertising & Promotion	96,640	2.9	45,222	87,704	145,657
General & Administrative	1,288,393	39.3	703,944	1,103,540	1,797,247
Total Expenses	**3,145,241**	**100.0**	**2,170,207**	**2,998,118**	**3,958,983**
Pre-Tax Profit	**516,713**		**(10,922)**	**437,044**	**1,084,090**
Selected Revenue Items -					
Total Political Advertising	6,422		0	4,462	8,546
Total Trade-Outs & Barter	115,662		48,965	86,300	145,577
Selected Expense Items -					
Total Salaries	1,428,325		793,901	1,150,952	1,524,061
Cost of Broadcast Rights	221,858		119,381	222,895	290,558
Music License Fees	63,693		32,699	46,970	80,173
Rating Services	44,013		30,350	39,151	61,455
Depreciation & Amortization	438,804		172,751	333,995	684,345
Interest	181,330		0	51,587	265,195
Utility Costs	80,370		60,441	82,077	96,796
Corporate Allocation Charges	119,590		0	40,008	221,549
Employment					
Fulltime	53		39	53	64
Parttime	6		2	5	7

Table 14
All Stations
ADI Markets 131 - 150

43 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	451,324	11.4	174,060	400,444	684,206
Nat'l/Reg'l Advertising	1,676,975	42.4	1,171,491	1,562,000	2,161,213
Local Advertising	1,824,091	46.2	1,034,882	1,682,956	2,528,560
Total Time Sales	**3,952,384**	**100.0**	**2,765,950**	**3,723,991**	**5,114,618**
Agency & Rep Commissions	542,732		406,442	507,998	677,935
Other Revenue	92,296		42,587	56,394	117,968
Total Net Revenue	**3,501,947**		**2,371,000**	**3,334,462**	**4,446,218**
Departmental Expenses					
Engineering	360,656	11.3	250,398	304,752	450,751
Program & Production	634,014	19.9	402,679	531,427	856,514
News	366,868	11.5	255,000	382,813	529,778
Sales	409,521	12.9	279,546	424,907	502,999
Advertising & Promotion	91,199	2.9	32,950	76,044	139,447
General & Administrative	1,322,700	41.5	776,458	1,186,746	1,957,462
Total Expenses	**3,185,007**	**100.0**	**2,265,126**	**3,194,946**	**4,037,784**
Pre-Tax Profit	**316,940**		**(333,716)**	**237,413**	**879,019**
Selected Revenue Items -					
Total Political Advertising	5,704		0	385	5,415
Total Trade-Outs & Barter	104,938		28,253	80,148	142,865
Selected Expense Items -					
Total Salaries	1,157,578		797,001	1,209,001	1,495,745
Cost of Broadcast Rights	276,746		136,840	233,134	371,674
Music License Fees	51,498		22,682	41,532	73,194
Rating Services	50,944		43,338	50,822	59,960
Depreciation & Amortization	515,961		253,000	371,751	768,586
Interest	251,808		0	30,344	455,340
Utility Costs	79,471		47,095	75,645	103,019
Corporate Allocation Charges	97,658		0	52,449	132,822
Employment					
Fulltime	53		41	50	66
Parttime	7		2	6	10

Table 15
All Stations
ADI Markets 151 - 175

35 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	394,392	11.7	160,921	349,048	649,147
Nat'l/Reg'l Advertising	1,399,452	41.6	782,888	1,132,208	1,669,813
Local Advertising	1,567,737	46.6	984,519	1,285,908	1,954,776
Total Time Sales	**3,361,582**	**100.0**	**2,048,746**	**2,942,000**	**4,716,252**
Agency & Rep Commissions	390,549		209,690	308,941	509,047
Other Revenue	111,407		22,818	63,665	112,111
Total Net Revenue	**3,082,440**		**1,970,456**	**2,635,606**	**4,422,217**
Departmental Expenses					
Engineering	271,864	10.4	189,179	244,443	328,405
Program & Production	521,720	20.0	324,381	496,603	672,589
News	297,845	11.4	159,136	292,763	441,530
Sales	344,028	13.2	207,558	353,683	484,443
Advertising & Promotion	64,382	2.5	14,149	60,834	89,415
General & Administrative	1,109,755	42.5	717,965	973,998	1,400,106
Total Expenses	**2,544,822**	**100.0**	**1,855,250**	**2,360,845**	**3,325,436**
Pre-Tax Profit	**550,760**		**(75,329)**	**530,790**	**990,999**
Selected Revenue Items -					
Total Political Advertising	12,652		398	3,885	17,656
Total Trade-Outs & Barter	78,070		30,788	60,621	123,504
Selected Expense Items -					
Total Salaries	971,934		688,064	889,219	1,237,032
Cost of Broadcast Rights	144,596		58,414	109,771	157,871
Music License Fees	50,916		23,582	39,676	71,976
Rating Services	32,516		23,307	34,268	38,227
Depreciation & Amortization	336,655		179,742	259,643	570,327
Interest	220,575		0	2,225	405,830
Utility Costs	81,563		39,189	67,656	108,736
Corporate Allocation Charges	38,200		0	0	50,256
Employment					
Fulltime	48		38	45	58
Parttime	7		3	5	11

Table 16
All Stations
ADI Markets 176 +

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	297,650	12.7	138,698	224,213	489,973
Nat'l/Reg'l Advertising	1,021,736	43.6	606,485	830,206	1,149,473
Local Advertising	1,026,521	43.4	639,859	865,606	1,323,868
Total Time Sales	**2,345,908**	**100.0**	**1,645,974**	**1,912,150**	**2,901,597**
Agency & Rep Commissions	291,828		165,653	234,252	343,471
Other Revenue	66,456		21,612	53,093	91,588
Total Net Revenue	**2,120,536**		**1,468,136**	**1,718,977**	**2,666,469**
Departmental Expenses					
Engineering	248,877	11.7	180,934	224,856	271,187
Program & Production	295,790	13.9	183,962	275,789	392,850
News	222,217	10.4	140,011	193,761	259,402
Sales	295,227	13.9	182,487	263,630	366,906
Advertising & Promotion	51,793	2.4	12,488	40,968	82,768
General & Administrative	1,014,220	47.7	483,906	807,599	1,341,875
Total Expenses	**2,131,699**	**100.0**	**1,408,537**	**1,954,072**	**2,316,823**
Pre-Tax Profit	**(11,162)**		**(515,841)**	**(52,801)**	**392,405**
Selected Revenue Items -					
Total Political Advertising	52,524		0	1,413	14,050
Total Trade-Outs & Barter	785,082		17,086	41,045	70,498
Selected Expense Items -					
Total Salaries	785,082		541,757	737,204	902,025
Cost of Broadcast Rights	62,093		23,406	50,724	104,226
Music License Fees	31,587		16,887	21,257	41,212
Rating Services	25,531		16,664	26,939	36,827
Depreciation & Amortization	391,466		194,303	281,117	486,056
Interest	250,078		450	147,899	434,664
Utility Costs	54,704		38,352	55,318	68,083
Corporate Allocation Charges	40,469		0	0	73,571
Employment					
Fulltime	40		30	36	46
Parttime	6		3	5	8

Table 17
All Stations
Revenue Size Over $50 Million — 28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,950,905	2.1	128,217	1,922,190	2,780,297
Nat'l/Reg'l Advertising	38,409,096	40.7	28,675,088	38,483,196	46,579,664
Local Advertising	54,100,348	57.3	31,174,400	45,369,516	70,292,696
Total Time Sales	**94,441,064**	**100.0**	**77,557,024**	**86,499,840**	**109,571,784**
Agency & Rep Commissions	13,745,009		12,349,230	14,224,472	16,710,555
Other Revenue	734,925		177,728	511,201	1,056,250
Total Net Revenue	**81,430,984**		**64,616,320**	**73,906,000**	**94,019,080**
Departmental Expenses					
Engineering	5,309,754	10.4	2,548,300	4,482,380	7,019,338
Program & Production	16,657,551	32.7	8,348,509	12,809,895	31,541,442
News	12,034,666	23.6	5,315,000	6,538,605	17,447,000
Sales	4,555,290	8.9	2,333,690	4,051,506	5,902,537
Advertising & Promotion	3,756,485	7.4	2,313,500	3,518,635	5,290,562
General & Administrative	8,632,693	16.9	6,256,782	8,287,397	10,576,000
Total Expenses	**50,806,340**	**100.0**	**38,438,752**	**54,448,548**	**64,596,656**
Pre-Tax Profit	**30,624,642**		**20,893,706**	**28,427,800**	**42,151,536**
Selected Revenue Items -					
Total Political Advertising	505,160		44,000	146,775	563,220
Total Trade-Outs & Barter	1,987,822		927,177	1,962,087	2,932,534
Selected Expense Items -					
Total Salaries	15,917,043		9,937,096	14,949,800	22,919,000
Cost of Broadcast Rights	10,368,044		3,483,475	5,824,096	14,327,322
Music License Fees	1,126,345		815,500	1,088,455	1,332,936
Rating Services	1,149,845		867,949	1,247,965	1,441,705
Depreciation & Amortization	2,208,530		1,357,083	1,776,172	2,496,668
Interest	204,549		0	0	51,829
Utility Costs	323,130		182,476	328,150	410,000
Corporate Allocation Charges	1,978,631		694,528	1,490,000	2,514,192
Employment					
Fulltime	296		240	299	350
Parttime	10		0	11	14

Table 18
All Stations
Revenue Size $35 - 50 Million

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,297,837	2.7	912,857	1,368,222	1,958,170
Nat'l/Reg'l Advertising	25,486,630	52.3	23,130,284	25,413,422	27,839,884
Local Advertising	21,940,364	45.0	18,361,916	21,681,422	24,133,520
Total Time Sales	**48,724,832**	**100.0**	**44,764,484**	**48,658,560**	**53,172,276**
Agency & Rep Commissions	7,402,953		7,461,936	8,347,533	8,757,463
Other Revenue	493,127		207,756	303,585	789,535
Total Net Revenue	**41,815,004**		**39,003,512**	**42,139,048**	**45,382,660**
Departmental Expenses					
Engineering	2,018,932	7.6	1,427,607	1,801,089	2,511,042
Program & Production	8,586,238	32.3	5,358,352	6,263,516	8,670,394
News	5,233,876	19.7	3,250,119	5,172,091	7,248,869
Sales	2,331,778	8.8	1,492,160	2,154,510	3,060,177
Advertising & Promotion	1,697,329	6.4	1,197,375	1,707,032	1,789,901
General & Administrative	6,712,869	25.3	4,083,043	5,411,291	9,034,474
Total Expenses	**26,582,522**	**100.0**	**21,232,414**	**24,434,716**	**33,278,760**
Pre-Tax Profit	**15,232,482**		**10,419,639**	**15,517,041**	**19,621,338**
Selected Revenue Items -					
Total Political Advertising	129,524		15,375	63,622	140,650
Total Trade-Outs & Barter	716,271		224,000	604,541	922,548
Selected Expense Items -					
Total Salaries	8,310,183		6,868,919	7,782,518	10,181,218
Cost of Broadcast Rights	4,894,341		2,539,887	3,781,286	4,332,360
Music License Fees	595,649		451,177	565,000	754,325
Rating Services	472,761		240,882	333,488	822,010
Depreciation & Amortization	1,477,038		901,044	1,228,737	1,705,193
Interest	902,316		0	0	0
Utility Costs	233,677		152,809	229,876	309,862
Corporate Allocation Charges	1,039,448		474,000	948,450	1,355,065
Employment					
Fulltime	199		143	190	223
Parttime	13		7	10	18

Table 19
All Stations
Revenue Size $25 - 35 Million

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,134,492	3.3	172,179	1,270,053	1,662,911
Nat'l/Reg'l Advertising	19,193,104	55.3	15,651,367	19,161,800	22,418,650
Local Advertising	14,399,621	41.5	12,864,169	14,257,245	16,682,283
Total Time Sales	**34,793,136**	**100.0**	**32,406,552**	**35,086,072**	**37,387,156**
Agency & Rep Commissions	5,957,436		5,514,378	5,995,885	6,396,144
Other Revenue	370,831		135,050	281,208	598,748
Total Net Revenue	**29,207,604**		**26,756,122**	**29,560,112**	**30,737,800**
Departmental Expenses					
Engineering	1,842,563	9.7	1,118,459	1,788,678	2,457,649
Program & Production	6,290,411	33.0	4,147,858	5,690,635	8,241,922
News	3,547,149	18.6	2,736,817	3,613,735	4,475,444
Sales	1,725,217	9.1	1,181,039	1,639,827	1,846,367
Advertising & Promotion	1,362,653	7.2	852,000	1,192,991	1,696,774
General & Administrative	4,287,177	22.5	2,966,956	4,414,464	5,525,231
Total Expenses	**19,055,710**	**100.0**	**16,494,418**	**18,515,812**	**20,926,784**
Pre-Tax Profit	**10,152,434**		**7,547,206**	**10,111,252**	**13,021,358**
Selected Revenue Items -					
Total Political Advertising	55,237		17,183	44,525	74,502
Total Trade-Outs & Barter	724,666		236,743	694,482	1,107,150
Selected Expense Items -					
Total Salaries	6,579,057		4,451,675	6,474,339	8,051,220
Cost of Broadcast Rights	4,181,377		2,044,310	3,053,035	6,862,576
Music License Fees	422,905		306,829	405,262	551,496
Rating Services	301,877		219,134	283,533	316,247
Depreciation & Amortization	1,460,841		909,739	1,234,000	1,807,096
Interest	43,129		0	0	2,238
Utility Costs	213,518		140,945	186,553	261,006
Corporate Allocation Charges	705,471		52,458	575,517	1,118,647
Employment					
Fulltime	172		126	174	204
Parttime	13		6	13	18

Table 20
All Stations
Revenue Size $20 - 25 Million

24 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	874,850	3.3	186,504	870,155	1,253,916
Nat'l/Reg'l Advertising	13,509,566	51.7	11,927,938	13,754,475	14,731,832
Local Advertising	11,758,524	45.0	9,969,909	11,741,167	12,554,431
Total Time Sales	**26,142,940**	**100.0**	**24,121,404**	**25,533,268**	**27,796,264**
Agency & Rep Commissions	4,768,105		4,061,792	4,413,884	4,921,901
Other Revenue	525,531		124,515	255,183	872,517
Total Net Revenue	**21,900,368**		**20,694,604**	**21,702,072**	**22,948,696**
Departmental Expenses					
Engineering	1,557,738	9.1	1,000,608	1,330,752	1,731,376
Program & Production	5,341,921	31.0	3,260,764	4,349,791	6,138,797
News	2,337,651	13.6	1,588,217	2,332,900	2,685,169
Sales	1,513,224	8.8	1,125,624	1,356,271	1,692,082
Advertising & Promotion	844,483	4.9	656,466	884,344	1,038,549
General & Administrative	5,611,299	32.6	2,738,946	4,246,259	5,120,018
Total Expenses	**17,206,320**	**100.0**	**13,856,109**	**17,115,568**	**19,399,876**
Pre-Tax Profit	**4,694,048**		**2,406,436**	**4,759,794**	**7,556,849**
Selected Revenue Items -					
Total Political Advertising	35,986		4,700	18,351	47,926
Total Trade-Outs & Barter	608,736		294,126	583,857	842,054
Selected Expense Items -					
Total Salaries	4,968,057		4,042,027	4,724,856	5,513,443
Cost of Broadcast Rights	3,626,133		1,387,750	2,619,500	4,545,244
Music License Fees	304,322		234,116	299,498	358,254
Rating Services	245,951		163,607	232,194	278,473
Depreciation & Amortization	1,907,369		796,060	1,033,949	1,986,874
Interest	1,525,566		0	173	437,830
Utility Costs	183,141		138,205	162,997	215,286
Corporate Allocation Charges	360,393		0	262,200	551,942
Employment					
Fulltime	145		116	147	161
Parttime	11		6	10	14

Table 21
All Stations
Revenue Size $15 - 20 Million — 34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,026,042	5.0	763,593	981,094	1,428,513
Nat'l/Reg'l Advertising	10,328,873	50.6	9,233,394	10,259,176	11,773,344
Local Advertising	9,045,142	44.3	7,453,117	8,986,703	10,188,070
Total Time Sales	**20,398,882**	**100.0**	**18,860,028**	**19,772,688**	**22,801,810**
Agency & Rep Commissions	3,439,561		3,087,479	3,416,599	3,864,102
Other Revenue	245,807		112,169	186,572	333,675
Total Net Revenue	**17,205,128**		**15,799,626**	**16,708,192**	**19,010,268**
Departmental Expenses					
Engineering	1,102,024	8.7	872,095	1,045,797	1,334,081
Program & Production	4,119,637	32.4	2,748,184	3,284,290	4,032,184
News	1,962,451	15.4	1,545,821	2,121,112	2,375,288
Sales	1,189,678	9.4	997,486	1,186,790	1,324,482
Advertising & Promotion	643,862	5.1	424,608	518,133	738,761
General & Administrative	3,687,318	29.0	2,454,886	3,078,586	3,818,648
Total Expenses	**12,704,972**	**100.0**	**10,290,747**	**12,087,684**	**13,776,880**
Pre-Tax Profit	**4,500,156**		**2,872,173**	**5,708,008**	**7,662,369**
Selected Revenue Items -					
Total Political Advertising	87,767		5,420	27,000	185,964
Total Trade-Outs & Barter	382,946		124,723	221,089	479,144
Selected Expense Items -					
Total Salaries	4,126,904		3,361,069	4,117,305	4,601,982
Cost of Broadcast Rights	2,734,623		1,413,005	1,901,289	2,922,205
Music License Fees	264,491		182,485	241,471	346,049
Rating Services	216,462		164,672	201,121	233,723
Depreciation & Amortization	1,240,982		742,209	984,965	1,361,234
Interest	480,987		0	0	3,274
Utility Costs	166,849		125,018	154,002	211,576
Corporate Allocation Charges	353,938		90,676	299,611	475,574
Employment					
Fulltime	133		120	131	147
Parttime	10		4	10	15

Table 22
All Stations
Revenue Size $12 - 15 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	762,374	4.8	343,600	590,000	1,153,653
Nat'l/Reg'l Advertising	6,862,666	43.3	5,694,441	6,929,935	8,207,092
Local Advertising	8,217,607	51.9	6,790,107	8,334,613	8,898,660
Total Time Sales	**15,842,648**	**100.0**	**14,326,812**	**16,081,307**	**16,764,500**
Agency & Rep Commissions	2,762,447		2,188,699	2,580,478	2,859,237
Other Revenue	439,744		148,640	275,748	386,117
Total Net Revenue	**13,519,945**		**12,841,912**	**13,524,736**	**14,188,876**
Departmental Expenses					
Engineering	994,857	9.9	676,882	907,888	1,219,337
Program & Production	3,015,870	29.9	2,129,075	2,472,409	3,373,306
News	1,470,367	14.6	923,893	1,580,794	1,933,299
Sales	1,174,921	11.7	894,928	1,152,466	1,475,723
Advertising & Promotion	472,201	4.7	318,222	411,750	579,346
General & Administrative	2,952,265	29.3	2,103,016	2,807,315	3,835,935
Total Expenses	**10,080,483**	**100.0**	**8,856,939**	**9,736,410**	**11,828,800**
Pre-Tax Profit	**3,439,462**		**2,234,887**	**3,415,846**	**5,129,000**
Selected Revenue Items -					
Total Political Advertising	94,713		7,987	46,549	197,480
Total Trade-Outs & Barter	399,980		143,375	292,498	451,432
Selected Expense Items -					
Total Salaries	3,443,490		2,707,042	3,409,000	4,049,745
Cost of Broadcast Rights	1,932,887		1,104,317	1,634,809	2,144,613
Music License Fees	189,530		127,491	191,994	220,298
Rating Services	152,804		102,959	149,578	195,528
Depreciation & Amortization	892,340		542,309	732,000	1,093,280
Interest	338,262		0	0	233,502
Utility Costs	154,034		106,922	150,648	189,692
Corporate Allocation Charges	312,208		0	169,005	450,838
Employment					
Fulltime	111		98	109	125
Parttime	11		6	10	18

Table 23
All Stations
Revenue Size $10 - 12 Million

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	814,568	6.4	533,870	688,679	1,073,019
Nat'l/Reg'l Advertising	5,961,551	46.9	4,883,330	5,860,265	7,232,228
Local Advertising	5,939,977	46.7	4,812,034	5,896,652	6,876,011
Total Time Sales	**12,716,097**	**100.0**	**12,128,769**	**12,701,028**	**13,247,452**
Agency & Rep Commissions	2,044,052		1,924,520	2,051,551	2,152,300
Other Revenue	248,412		106,501	185,335	305,082
Total Net Revenue	**10,920,457**		**10,404,577**	**10,908,440**	**11,499,771**
Departmental Expenses					
Engineering	730,259	8.7	540,850	687,342	880,529
Program & Production	2,414,048	28.8	1,686,105	2,214,076	2,571,538
News	1,185,474	14.1	950,105	1,269,688	1,480,506
Sales	968,982	11.6	807,378	937,849	1,131,193
Advertising & Promotion	389,595	4.6	286,907	334,004	448,300
General & Administrative	2,690,540	32.1	1,822,265	2,130,439	2,885,133
Total Expenses	**8,378,870**	**100.0**	**7,146,037**	**7,527,706**	**8,734,218**
Pre-Tax Profit	**2,541,586**		**2,164,060**	**3,221,001**	**4,147,538**
Selected Revenue Items -					
Total Political Advertising	37,901		2,623	24,463	77,798
Total Trade-Outs & Barter	276,589		120,259	183,065	408,661
Selected Expense Items -					
Total Salaries	2,795,263		2,497,041	2,895,781	3,222,550
Cost of Broadcast Rights	1,400,379		752,549	1,067,218	1,522,312
Music License Fees	169,661		126,018	152,911	197,455
Rating Services	139,362		90,684	134,756	156,397
Depreciation & Amortization	1,077,624		563,570	729,157	1,136,196
Interest	562,083		0	0	70,941
Utility Costs	143,648		113,942	138,235	165,443
Corporate Allocation Charges	224,276		7,500	198,000	388,329
Employment					
Fulltime	98		93	103	111
Parttime	8		5	8	14

Table 24
All Stations
Revenue Size $9 - 10 Million

16 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	761,714	7.1	581,869	694,201	993,949
Nat'l/Reg'l Advertising	5,170,528	48.0	4,671,102	5,081,033	5,515,311
Local Advertising	4,837,965	44.9	4,287,504	4,882,874	5,469,722
Total Time Sales	**10,770,208**	**100.0**	**10,556,777**	**10,773,295**	**11,053,371**
Agency & Rep Commissions	1,673,856		1,559,524	1,762,163	1,851,729
Other Revenue	266,728		79,460	249,934	451,022
Total Net Revenue	**9,363,080**		**9,226,410**	**9,319,426**	**9,529,859**
Departmental Expenses					
Engineering	685,875	8.8	453,800	712,414	936,299
Program & Production	2,144,184	27.4	1,512,785	1,865,309	2,533,761
News	1,171,339	14.9	945,572	1,260,485	1,490,424
Sales	838,066	10.7	658,502	762,664	975,519
Advertising & Promotion	343,168	4.4	187,767	326,703	418,526
General & Administrative	2,655,000	33.9	1,798,247	2,103,347	3,261,515
Total Expenses	**7,837,635**	**100.0**	**6,562,749**	**7,650,298**	**8,816,710**
Pre-Tax Profit	**1,525,444**		**529,375**	**1,712,857**	**2,923,758**
Selected Revenue Items -					
Total Political Advertising	43,853		135	24,463	77,798
Total Trade-Outs & Barter	278,176		84,998	183,065	408,661
Selected Expense Items -					
Total Salaries	2,842,221		2,626,092	2,825,478	3,369,873
Cost of Broadcast Rights	1,195,502		676,479	975,128	1,713,848
Music License Fees	145,842		115,390	150,561	186,745
Rating Services	128,307		74,525	130,177	173,249
Depreciation & Amortization	849,663		411,925	596,852	884,879
Interest	268,786		0	17,356	373,603
Utility Costs	160,158		114,068	140,352	209,060
Corporate Allocation Charges	251,448		0	0	385,800
Employment					
Fulltime	105		91	106	115
Parttime	9		3	7	10

Table 25
All Stations
Revenue Size $8 - 9 Million

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	644,463	6.4	374,893	551,169	987,247
Nat'l/Reg'l Advertising	4,255,867	42.3	3,357,685	4,344,176	5,061,054
Local Advertising	5,162,790	51.3	4,271,120	4,789,356	6,002,791
Total Time Sales	**10,062,121**	**100.0**	**9,529,408**	**9,890,066**	**10,195,825**
Agency & Rep Commissions	1,811,990		1,436,858	1,602,457	1,719,405
Other Revenue	253,658		90,906	235,506	391,286
Total Net Revenue	**8,504,239**		**8,188,021**	**8,508,851**	**8,834,008**
Departmental Expenses					
Engineering	639,576	8.7	459,474	549,091	674,921
Program & Production	1,540,208	21.0	1,066,605	1,293,260	1,773,471
News	841,239	11.5	649,761	876,002	1,110,197
Sales	901,558	12.3	769,885	827,026	1,034,342
Advertising & Promotion	287,185	3.9	92,267	175,251	420,476
General & Administrative	3,134,572	42.7	1,701,150	2,981,086	3,851,646
Total Expenses	**7,344,339**	**100.0**	**5,893,645**	**7,074,317**	**8,888,568**
Pre-Tax Profit	**1,159,899**		**(87,848)**	**1,635,700**	**2,324,566**
Selected Revenue Items -					
Total Political Advertising	34,161		29	16,635	46,940
Total Trade-Outs & Barter	261,127		72,529	147,075	367,342
Selected Expense Items -					
Total Salaries	2,255,686		1,886,518	2,233,226	2,595,312
Cost of Broadcast Rights	898,343		520,016	704,215	965,509
Music License Fees	128,005		83,073	109,609	169,602
Rating Services	100,595		73,422	95,361	132,074
Depreciation & Amortization	1,116,687		548,755	691,972	1,103,506
Interest	658,908		38	142,691	1,278,683
Utility Costs	129,587		81,687	120,194	161,414
Corporate Allocation Charges	146,090		0	100,000	291,716
Employment					
Fulltime	86		72	87	96
Parttime	7		4	6	10

Table 26
All Stations
Revenue Size $7 - 8 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	531,920	6.1	313,915	451,709	792,275
Nat'l/Reg'l Advertising	4,148,005	47.7	3,408,416	4,132,022	4,964,294
Local Advertising	4,014,765	46.2	3,461,389	3,953,596	4,699,880
Total Time Sales	**8,694,691**	**100.0**	**8,296,384**	**8,750,096**	**9,088,366**
Agency & Rep Commissions	1,387,241		1,266,272	1,381,392	1,516,496
Other Revenue	171,978		65,173	118,972	241,946
Total Net Revenue	**7,479,428**		**7,150,997**	**7,444,719**	**7,752,080**
Departmental Expenses					
Engineering	618,551	8.6	425,977	574,982	752,833
Program & Production	2,077,445	29.0	967,442	1,363,778	2,123,790
News	825,919	11.5	581,704	942,822	1,126,414
Sales	842,265	11.8	577,469	782,423	925,583
Advertising & Promotion	346,707	4.8	151,682	275,930	410,488
General & Administrative	2,445,808	34.2	1,712,583	2,074,741	2,790,562
Total Expenses	**7,053,249**	**100.0**	**5,415,063**	**6,658,785**	**8,154,292**
Pre-Tax Profit	**409,291**		**(537,121)**	**877,373**	**2,042,689**
Selected Revenue Items -					
Total Political Advertising	83,663		5,650	25,086	86,441
Total Trade-Outs & Barter	207,067		50,000	108,951	325,480
Selected Expense Items -					
Total Salaries	2,135,884		1,752,618	2,198,405	2,555,338
Cost of Broadcast Rights	1,423,605		338,900	690,057	1,424,789
Music License Fees	130,736		80,759	117,304	185,264
Rating Services	124,093		90,117	102,561	136,570
Depreciation & Amortization	850,958		350,606	691,905	1,115,385
Interest	298,314		0	51,514	304,346
Utility Costs	132,893		84,398	116,763	187,494
Corporate Allocation Charges	235,958		0	39,641	264,882
Employment					
Fulltime	110		73	85	95
Parttime	9		4	6	12

Table 27
All Stations
Revenue Size $6 - 7 Million

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	547,115	7.3	323,826	501,000	785,907
Nat'l/Reg'l Advertising	3,535,134	46.9	2,820,016	3,286,489	4,264,521
Local Advertising	3,459,007	45.9	2,758,454	3,387,147	4,229,706
Total Time Sales	**7,541,297**	**100.0**	**7,375,452**	**7,599,589**	**7,878,911**
Agency & Rep Commissions	1,180,619		1,077,000	1,171,434	1,332,576
Other Revenue	205,121		86,554	168,047	294,930
Total Net Revenue	**6,584,763**		**6,373,474**	**6,643,139**	**6,816,303**
Departmental Expenses					
Engineering	544,496	9.0	381,582	467,396	633,620
Program & Production	1,694,934	28.1	1,117,194	1,441,876	1,620,269
News	687,177	11.4	467,353	775,325	958,344
Sales	696,305	11.5	473,940	671,629	928,752
Advertising & Promotion	245,004	4.1	151,592	218,751	284,159
General & Administrative	2,165,110	35.9	1,287,240	1,599,929	2,227,730
Total Expenses	**6,033,029**	**100.0**	**4,684,355**	**5,495,244**	**66,384,372**
Pre-Tax Profit	**551,734**		**98,584**	**970,969**	**1,905,088**
Selected Revenue Items -					
Total Political Advertising	24,232		2,707	5,885	26,043
Total Trade-Outs & Barter	220,712		55,420	157,683	313,753
Selected Expense Items -					
Total Salaries	1,907,438		1,588,150	1,916,496	2,275,753
Cost of Broadcast Rights	1,085,680		462,815	626,018	1,130,446
Music License Fees	100,701		74,367	95,266	114,749
Rating Services	92,839		67,028	89,071	116,012
Depreciation & Amortization	800,729		321,582	590,876	1,023,277
Interest	430,350		0	3,547	269,404
Utility Costs	115,270		74,868	98,136	142,764
Corporate Allocation Charges	113,655		0	78,000	190,951
Employment					
Fulltime	77		67	79	88
Parttime	8		2	7	12

Table 28
All Stations
Revenue Size $5 - 6 Million

47 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	453,139	7.2	205,162	447,005	671,973
Nat'l/Reg'l Advertising	2,909,254	46.1	2,402,612	2,687,751	3,499,691
Local Advertising	2,947,326	46.7	2,657,690	3,056,000	3,333,974
Total Time Sales	**6,309,714**	**100.0**	**6,008,797**	**6,348,664**	**6,655,659**
Agency & Rep Commissions	977,044		869,470	1,008,807	1,104,420
Other Revenue	171,991		66,301	121,606	204,154
Total Net Revenue	**5,522,993**		**5,331,386**	**5,570,313**	**5,691,217**
Departmental Expenses					
Engineering	488,833	9.8	365,270	451,423	587,793
Program & Production	1,234,416	24.7	848,781	981,942	1,295,955
News	426,989	8.5	119,502	487,858	627,815
Sales	576,663	11.5	466,601	536,804	612,279
Advertising & Promotion	208,808	4.2	82,200	165,518	232,809
General & Administrative	2,064,121	41.3	1,267,498	1,957,462	2,315,075
Total Expenses	**4,999,833**	**100.0**	**3,817,336**	**4,706,838**	**5,354,187**
Pre-Tax Profit	**523,160**		**345,014**	**823,581**	**1,388,803**
Selected Revenue Items -					
Total Political Advertising	13,747		1,200	5,375	17,830
Total Trade-Outs & Barter	185,654		67,053	117,074	291,417
Selected Expense Items -					
Total Salaries	1,465,991		1,257,989	1,495,745	1,722,517
Cost of Broadcast Rights	543,788		189,969	337,196	635,634
Music License Fees	87,910		57,829	79,833	107,736
Rating Services	76,040		58,529	74,816	91,596
Depreciation & Amortization	804,144		335,359	587,453	1,060,686
Interest	366,703		0	10,802	305,890
Utility Costs	127,905		73,440	115,704	153,564
Corporate Allocation Charges	182,979		0	110,730	266,317
Employment					
Fulltime	65		56	65	74
Parttime	7		3	6	10

Table 29
All Stations
Revenue Size $4 - 5 Million

48 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	469,032	9.1	250,110	435,812	674,905
Nat'l/Reg'l Advertising	2,293,681	44.3	1,834,672	2,266,953	2,616,731
Local Advertising	2,410,240	46.6	2,019,699	2,431,981	2,749,627
Total Time Sales	**5,172,954**	**100.0**	**4,800,095**	**5,123,326**	**5,421,205**
Agency & Rep Commissions	831,818		649,101	780,964	900,225
Other Revenue	121,755		48,806	70,638	146,512
Total Net Revenue	**4,462,891**		**4,209,463**	**4,396,740**	**4,739,026**
Departmental Expenses					
Engineering	377,931	9.5	261,959	361,486	441,580
Program & Production	1,015,843	25.5	678,189	811,874	1,051,445
News	434,351	10.9	212,571	511,432	638,676
Sales	508,092	12.7	365,366	427,915	565,087
Advertising & Promotion	174,442	4.4	65,141	155,900	231,944
General & Administrative	1,474,732	37.0	1,018,268	1,423,330	1,670,401
Total Expenses	**3,986,227**	**100.0**	**3,223,768**	**3,886,106**	**4,284,140**
Pre-Tax Profit	**476,663**		**105,727**	**725,328**	**1,087,592**
Selected Revenue Items -					
Total Political Advertising	14,792		1,466	5,253	19,906
Total Trade-Outs & Barter	161,139		73,225	104,545	176,234
Selected Expense Items -					
Total Salaries	1,342,556		1,041,550	1,369,413	1,562,848
Cost of Broadcast Rights	520,790		249,011	357,394	522,715
Music License Fees	71,908		53,117	68,499	88,239
Rating Services	68,978		50,660	64,559	86,648
Depreciation & Amortization	486,030		261,635	389,405	635,073
Interest	229,993		0	19,837	344,791
Utility Costs	106,882		83,213	98,545	133,856
Corporate Allocation Charges	174,355		0	102,107	240,000
Employment					
Fulltime	61		50	60	71
Parttime	7		3	5	8

Table 30 -
All Stations
Revenue Size $3 - 4 Million

59 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	346,598	8.9	153,738	266,715	566,622
Nat'l/Reg'l Advertising	1,742,527	44.7	1,369,084	1,645,906	2,089,667
Local Advertising	1,812,996	46.5	1,413,867	1,865,047	2,164,134
Total Time Sales	**3,903,895**	**100.0**	**3,553,768**	**3,876,830**	**4,307,014**
Agency & Rep Commissions	554,300		444,508	556,634	655,467
Other Revenue	130,074		47,631	96,801	157,812
Total Net Revenue	**3,480,777**		**3,218,318**	**3,473,569**	**3,736,565**
Departmental Expenses					
Engineering	352,269	9.5	237,134	299,127	477,350
Program & Production	737,861	19.9	483,379	629,350	795,248
News	322,479	8.7	208,632	344,715	482,048
Sales	461,818	12.5	363,549	450,066	549,992
Advertising & Promotion	145,888	3.9	57,141	95,386	175,928
General & Administrative	1,685,218	45.5	950,372	1,314,331	2,376,959
Total Expenses	**3,679,361**	**100.0**	**2,843,752**	**3,581,415**	**4,163,069**
Pre-Tax Profit	**(198,584)**		**(766,849)**	**(24,920)**	**715,505**
Selected Revenue Items -					
Total Political Advertising	9,478		0	2,915	9,211
Total Trade-Outs & Barter	161,533		48,965	116,765	215,555
Selected Expense Items -					
Total Salaries	1,234,929		968,024	1,121,313	1,311,949
Cost of Broadcast Rights	488,246		154,103	259,993	485,756
Music License Fees	48,908		36,761	45,051	60,345
Rating Services	61,728		36,875	51,293	74,420
Depreciation & Amortization	536,573		261,000	437,400	818,980
Interest	438,287		20,773	214,639	812,966
Utility Costs	96,553		63,452	87,825	126,406
Corporate Allocation Charges	73,962		0	29,241	108,495
Employment					
Fulltime	52		45	52	60
Parttime	7		3	6	9

Table 31
All Stations
Revenue Size $2 - 3 Million

55 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	236,965	8.4	11,817	206,300	400,000
Nat'l/Reg'l Advertising	1,257,518	44.3	994,605	1,193,340	1,577,089
Local Advertising	1,341,597	47.3	1,050,000	1,318,417	1,611,215
Total Time Sales	**2,836,061**	**100.0**	**2,557,332**	**2,883,750**	**3,183,181**
Agency & Rep Commissions	416,188		304,866	401,350	493,000
Other Revenue	101,254		32,409	53,642	85,000
Total Net Revenue	**2,517,791**		**2,284,434**	**2,525,151**	**2,737,618**
Departmental Expenses					
Engineering	306,421	10.4	208,783	268,843	368,102
Program & Production	712,764	24.2	324,093	465,000	802,465
News	210,930	7.2	20,000	207,072	313,606
Sales	403,131	13.7	252,050	331,242	519,006
Advertising & Promotion	114,000	3.9	40,333	70,058	125,000
General & Administrative	1,198,040	40.7	749,000	998,899	1,570,617
Total Expenses	**2,913,824**	**100.0**	**2,022,525**	**2,583,145**	**3,335,746**
Pre-Tax Profit	**(404,732)**		**(875,014)**	**(117,732)**	**506,813**
Selected Revenue Items -					
Total Political Advertising	6,586		0	870	3,827
Total Trade-Outs & Barter	120,219		46,943	86,000	148,000
Selected Expense Items -					
Total Salaries	895,386		733,242	854,639	979,929
Cost of Broadcast Rights	417,618		108,271	175,000	442,174
Music License Fees	31,444		23,202	30,000	39,361
Rating Services	46,808		33,337	44,000	58,875
Depreciation & Amortization	438,282		226,734	336,440	562,920
Interest	338,686		0	175,824	519,499
Utility Costs	78,791		42,418	72,236	101,040
Corporate Allocation Charges	35,322		0	0	52,000
Employment					
Fulltime	44		36	43	53
Parttime	6		2	5	9

Table 32
All Stations
Revenue Size $1 - 2 Million

52 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	147,727	8.9	29,169	126,214	210,573
Nat'l/Reg'l Advertising	645,336	38.7	461,865	659,933	831,142
Local Advertising	872,427	52.4	655,473	817,637	996,217
Total Time Sales	**1,665,492**	**100.0**	**1,345,216**	**1,724,579**	**1,918,969**
Agency & Rep Commissions	225,873		155,460	197,206	259,427
Other Revenue	62,889		22,922	44,785	76,386
Total Net Revenue	**1,502,508**		**1,232,163**	**1,550,051**	**1,719,869**
Departmental Expenses					
Engineering	212,335	10.7	165,598	216,227	270,982
Program & Production	377,439	18.9	219,919	287,714	414,148
News	138,646	7.0	22,968	152,550	195,682
Sales	250,774	12.6	180,248	223,107	326,811
Advertising & Promotion	71,848	3.6	12,608	53,015	111,014
General & Administrative	942,057	47.3	618,748	825,320	1,134,002
Total Expenses	**1,980,258**	**100.0**	**1,514,856**	**1,916,419**	**2,198,047**
Pre-Tax Profit	**(477,749)**		**(798,796)**	**(365,107)**	**(660)**
Selected Revenue Items -					
Total Political Advertising	4,641		0	675	5,831
Total Trade-Outs & Barter	100,406		33,165	71,365	144,199
Selected Expense Items -					
Total Salaries	623,816		481,622	560,057	772,929
Cost of Broadcast Rights	180,264		50,724	118,986	237,710
Music License Fees	21,833		14,681	18,741	25,398
Rating Services	30,621		18,100	29,532	38,536
Depreciation & Amortization	336,791		173,305	279,419	447,376
Interest	229,702		11,925	168,736	411,294
Utility Costs	73,182		42,343	69,913	95,917
Corporate Allocation Charges	40,923		0	0	77,164
Employment					
Fulltime	34		28	32	40
Parttime	4		2	4	6

Table 33
All Stations
Revenue Size Under $1 Million

19 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	88,424	11.6	0	60,129	131,449
Nat'l/Reg'l Advertising	271,141	35.6	117,351	275,496	392,806
Local Advertising	401,363	52.7	260,062	407,110	539,011
Total Time Sales	**760,928**	**100.0**	**553,072**	**823,674**	**913,194**
Agency & Rep Commissions	70,170		34,803	74,032	89,156
Other Revenue	44,498		14,193	34,354	58,134
Total Net Revenue	**727,158**		**568,000**	**787,876**	**877,987**
Departmental Expenses					
Engineering	220,314	15.8	131,347	166,264	285,630
Program & Production	298,461	21.4	102,930	165,523	358,478
News	44,141	3.2	0	47,568	77,830
Sales	165,289	11.8	111,998	144,812	184,621
Advertising & Promotion	92,762	6.6	5,497	15,000	111,960
General & Administrative	574,453	41.2	297,408	423,613	684,179
Total Expenses	**1,318,302**	**100.0**	**795,352**	**974,337**	**1,414,803**
Pre-Tax Profit	**(591,143)**		**(902,918)**	**(152,814)**	**(10,034)**
Selected Revenue Items -					
Total Political Advertising	1,028		0	0	549
Total Trade-Outs & Barter	49,745		11,231	28,072	88,594
Selected Expense Items -					
Total Salaries	423,503		284,845	412,255	494,567
Cost of Broadcast Rights	283,675		40,212	191,053	274,468
Music License Fees	61,096		6,176	11,949	13,403
Rating Services	12,944		3,909	12,221	19,326
Depreciation & Amortization	213,528		87,252	146,060	290,367
Interest	115,396		450	26,651	103,364
Utility Costs	73,488		32,921	44,403	135,886
Corporate Allocation Charges	77,146		0	2,866	77,238
Employment					
Fulltime	25		16	24	35
Parttime	2		0	1	3

Table 34
Affiliate Stations Nationwide

452 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	804,123	5.3	334,994	603,658	1,054,754
Nat'l/Reg'l Advertising	7,104,947	47.1	1,650,000	3,283,121	7,260,686
Local Advertising	7,175,401	47.6	1,868,094	3,475,341	8,256,103
Total Time Sales	**15,088,474**	**100.0**	**4,111,093**	**7,659,579**	**16,325,815**
Agency & Rep Commissions	2,319,211		588,645	1,148,955	2,427,000
Other Revenue	221,891		57,553	122,431	260,212
Total Net Revenue	**12,974,258**		**3,696,820**	**6,685,645**	**13,954,378**
Departmental Expenses					
Engineering	918,852	10.0	300,563	526,150	937,989
Program & Production	2,129,027	23.2	629,301	1,241,621	2,641,147
News	1,887,532	20.6	370,909	818,410	1,854,678
Sales	953,464	10.4	391,619	648,004	1,106,314
Advertising & Promotion	522,579	5.7	83,027	198,255	470,331
General & Administrative	2,762,414	30.1	1,189,119	1,943,642	3,114,067
Total Expenses	**9,165,547**	**100.0**	**3,270,469**	**5,449,050**	**9,866,773**
Pre-Tax Profit	**3,877,800**		**133,949**	**1,205,996**	**4,104,843**
Selected Revenue Items -					
Total Political Advertising	65,507		1,585	11,494	47,069
Total Trade-Outs & Barter	307,738		63,946	132,956	295,931
Selected Expense Items -					
Total Salaries	3,209,301		1,162,903	1,920,784	3,524,779
Cost of Broadcast Rights	1,083,399		204,313	536,856	1,452,931
Music License Fees	193,486		49,753	103,974	209,640
Rating Services	147,594		47,795	86,189	156,598
Depreciation & Amortization	888,683		339,079	659,704	1,046,687
Interest	384,391		0	1,856	203,895
Utility Costs	127,844		72,813	110,799	158,159
Corporate Allocation Charges	336,822		0	93,327	355,837
Employment					
Fulltime	102		56	81	119
Parttime	9		4	7	12

Table 35
Affiliate Stations
ADI Markets 1 - 10

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	2,288,929	2.9	1,482,052	2,000,509	2,773,198
Nat'l/Reg'l Advertising	36,071,668	46.1	26,374,558	34,090,000	45,693,344
Local Advertising	39,912,580	51.0	23,521,370	30,819,300	47,302,536
Total Time Sales	**78,318,200**	**100.0**	**54,177,260**	**77,477,096**	**92,702,080**
Agency & Rep Commissions	11,312,387		6,000,344	10,548,928	14,591,622
Other Revenue	556,338		126,237	224,082	625,237
Total Net Revenue	**67,562,152**		**45,051,368**	**64,111,648**	**81,039,080**
Departmental Expenses					
Engineering	4,476,893	11.1	1,395,089	3,006,888	6,807,228
Program & Production	8,764,374	21.7	5,278,751	8,572,116	11,753,993
News	12,455,456	30.8	6,343,662	8,884,889	17,204,116
Sales	3,568,458	8.8	1,721,819	3,068,883	4,276,909
Advertising & Promotion	3,335,571	8.3	1,736,314	3,025,083	5,071,850
General & Administrative	7,816,881	19.3	4,277,502	8,144,600	10,112,445
Total Expenses	**40,568,788**	**100.0**	**25,200,968**	**40,049,000**	**54,640,780**
Pre-Tax Profit	**26,993,368**		**14,576,167**	**25,034,268**	**41,281,500**
Selected Revenue Items -					
Total Political Advertising	494,318		53,112	199,200	518,000
Total Trade-Outs & Barter	1,560,781		729,922	1,397,000	2,423,422
Selected Expense Items -					
Total Salaries	15,021,011		7,912,959	13,360,000	22,919,000
Cost of Broadcast Rights	4,148,361		2,571,326	4,043,000	5,690,875
Music License Fees	994,151		680,601	981,920	1,245,499
Rating Services	854,813		400,525	766,421	1,315,982
Depreciation & Amortization	1,929,533		1,284,379	1,634,000	2,173,944
Interest	325,494		0	0	50,439
Utility Costs	286,168		159,865	274,502	371,468
Corporate Allocation Charges	1,933,339		607,000	1,793,000	2,508,372
Employment					
Fulltime	285		195	299	361
Parttime	10		2	11	15

Table 36
Affiliate Stations
ADI Markets 11 - 20

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,437,155	3.8	1,032,891	1,432,342	1,677,104
Nat'l/Reg'l Advertising	20,265,996	53.6	14,467,628	19,936,896	24,847,646
Local Advertising	16,132,902	42.6	12,557,936	15,257,300	19,969,914
Total Time Sales	**37,836,052**	**100.0**	**29,986,672**	**35,612,676**	**46,906,232**
Agency & Rep Commissions	6,061,150		4,958,747	6,100,038	7,573,429
Other Revenue	504,499		172,852	353,260	796,036
Total Net Revenue	**32,280,558**		**25,141,152**	**30,175,872**	**40,779,328**
Departmental Expenses					
Engineering	2,108,638	10.0	1,547,941	1,954,565	2,441,454
Program & Production	5,340,416	25.2	4,437,430	5,442,615	6,204,055
News	4,675,519	22.1	3,657,797	4,848,365	5,392,946
Sales	2,106,567	9.9	1,279,797	1,792,094	2,496,449
Advertising & Promotion	1,324,939	6.3	856,889	1,232,378	1,727,839
General & Administrative	5,616,615	26.5	3,987,454	5,101,512	5,875,061
Total Expenses	**21,172,698**	**100.0**	**17,982,380**	**20,697,070**	**23,698,544**
Pre-Tax Profit	**11,107,860**		**5,716,212**	**9,102,262**	**15,801,156**
Selected Revenue Items -					
Total Political Advertising	51,720		21,187	47,926	79,975
Total Trade-Outs & Barter	607,463		237,427	361,035	877,758
Selected Expense Items -					
Total Salaries	7,771,711		6,716,305	7,950,304	8,664,700
Cost of Broadcast Rights	3,024,784		2,252,221	2,905,000	3,894,578
Music License Fees	493,090		354,962	453,116	685,222
Rating Services	300,708		237,484	290,719	355,967
Depreciation & Amortization	1,457,579		1,064,565	1,405,252	1,774,322
Interest	589,433		0	0	10,955
Utility Costs	171,159		128,034	168,641	227,749
Corporate Allocation Charges	936,014		493,500	846,660	1,333,754
Employment					
Fulltime	193		173	192	216
Parttime	14		9	10	18

Table 37
Affiliate Stations
ADI Markets 21 - 30

24 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,096,251	3.9	840,084	985,750	1,232,757
Nat'l/Reg'l Advertising	14,479,635	51.4	10,943,666	13,215,996	18,104,438
Local Advertising	12,577,717	44.7	10,394,178	12,088,272	13,673,358
Total Time Sales	**28,153,604**	**100.0**	**23,224,720**	**26,278,470**	**34,124,668**
Agency & Rep Commissions	4,857,193		3,971,447	4,620,465	5,767,659
Other Revenue	370,596		84,765	203,355	530,530
Total Net Revenue	**23,667,006**		**19,408,332**	**22,421,232**	**28,986,128**
Departmental Expenses					
Engineering	1,549,033	9.7	1,123,051	1,323,550	1,733,531
Program & Production	4,329,170	27.0	3,426,282	4,037,602	4,842,336
News	2,798,131	17.5	2,300,820	2,481,952	3,445,917
Sales	1,275,271	8.0	987,923	1,144,472	1,589,689
Advertising & Promotion	916,125	5.7	618,539	791,000	1,055,322
General & Administrative	5,138,650	32.1	2,858,210	3,782,669	4,995,830
Total Expenses	**16,006,383**	**100.0**	**12,965,136**	**15,308,084**	**17,332,400**
Pre-Tax Profit	**7,660,624**		**5,196,082**	**7,078,423**	**11,905,656**
Selected Revenue Items -					
Total Political Advertising	44,637		0	35,805	72,962
Total Trade-Outs & Barter	437,358		120,470	254,729	727,249
Selected Expense Items -					
Total Salaries	5,363,617		4,295,716	5,106,047	6,308,941
Cost of Broadcast Rights	2,553,963		1,493,711	2,203,849	3,408,367
Music License Fees	353,449		251,143	336,199	423,295
Rating Services	244,516		201,298	255,933	280,318
Depreciation & Amortization	1,809,181		845,000	955,886	1,367,636
Interest	936,097		0	0	70
Utility Costs	209,429		143,272	171,845	216,030
Corporate Allocation Charges	514,694		82,440	292,811	805,046
Employment					
Fulltime	152		130	157	163
Parttime	10		7	9	14

Table 38
Affiliate Stations
ADI Markets 31 - 40

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,029,255	5.9	704,481	962,859	1,245,561
Nat'l/Reg'l Advertising	8,280,368	47.7	6,239,171	8,275,539	10,812,369
Local Advertising	8,054,945	46.4	6,195,545	8,378,972	10,305,542
Total Time Sales	**17,363,236**	**100.0**	**12,747,386**	**17,747,144**	**22,234,916**
Agency & Rep Commissions	2,841,368		2,097,533	2,918,405	3,543,193
Other Revenue	283,701		95,219	238,874	335,917
Total Net Revenue	**14,805,568**		**10,783,651**	**15,406,916**	**18,615,032**
Departmental Expenses					
Engineering	928,088	8.1	604,483	823,232	1,208,939
Program & Production	2,986,696	26.2	2,615,743	3,073,732	3,403,672
News	2,082,829	18.2	1,588,348	2,269,115	2,641,798
Sales	1,144,278	10.0	845,858	1,094,669	1,293,020
Advertising & Promotion	614,107	5.4	387,814	503,203	578,399
General & Administrative	3,661,026	32.1	2,295,548	2,862,493	3,828,597
Total Expenses	**11,417,026**	**100.0**	**8,825,532**	**10,892,196**	**12,774,835**
Pre-Tax Profit	**3,388,542**		**909,221**	**3,132,921**	**6,503,425**
Selected Revenue Items -					
Total Political Advertising	86,285		0	18,351	194,702
Total Trade-Outs & Barter	421,091		150,343	274,501	457,263
Selected Expense Items -					
Total Salaries	3,872,698		3,361,069	3,886,696	4,729,702
Cost of Broadcast Rights	1,680,343		1,288,292	1,716,860	2,147,781
Music License Fees	229,038		162,542	197,760	300,790
Rating Services	180,519		159,254	174,000	203,914
Depreciation & Amortization	1,239,853		777,484	966,370	1,697,347
Interest	708,835		0	0	362,516
Utility Costs	164,953		128,316	156,572	175,097
Corporate Allocation Charges	248,009		0	218,140	450,308
Employment					
Fulltime	129		117	129	149
Parttime	9		3	9	14

Table 39
Affiliate Stations
ADI Markets 41 - 50

33 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,123,477	8.3	505,376	839,893	1,685,306
Nat'l/Reg'l Advertising	6,351,433	46.9	4,028,455	5,822,848	8,628,694
Local Advertising	6,079,211	44.9	3,543,315	5,475,503	8,612,844
Total Time Sales	**13,554,122**	**100.0**	**8,962,211**	**13,020,525**	**18,160,122**
Agency & Rep Commissions	2,194,526		1,516,189	2,057,475	2,976,283
Other Revenue	167,190		57,188	122,171	221,555
Total Net Revenue	**11,526,786**		**7,680,757**	**11,505,410**	**15,556,018**
Departmental Expenses					
Engineering	740,267	9.6	548,468	761,408	883,915
Program & Production	2,089,234	27.1	1,543,452	2,306,325	2,594,593
News	1,248,854	16.2	734,794	1,281,789	1,677,803
Sales	856,590	11.1	495,788	874,962	1,131,193
Advertising & Promotion	311,161	4.0	195,163	313,863	408,067
General & Administrative	2,449,329	31.8	1,778,754	2,491,063	2,954,840
Total Expenses	**7,695,407**	**100.0**	**5,945,502**	**8,083,946**	**9,242,996**
Pre-Tax Profit	**3,831,379**		**1,154,045**	**3,342,244**	**5,667,028**
Selected Revenue Items -					
Total Political Advertising	68,705		6,174	20,685	116,580
Total Trade-Outs & Barter	222,046		113,315	147,257	292,835
Selected Expense Items -					
Total Salaries	2,826,805		1,831,126	2,900,474	3,518,639
Cost of Broadcast Rights	1,219,729		670,189	1,249,738	1,515,907
Music License Fees	182,590		120,590	166,700	212,759
Rating Services	148,197		134,079	147,837	165,132
Depreciation & Amortization	861,054		313,662	742,680	1,287,358
Interest	130,304		0	478	109,813
Utility Costs	141,111		113,192	139,263	164,245
Corporate Allocation Charges	293,014		0	187,662	355,837
Employment					
Fulltime	103		80	113	121
Parttime	8		5	6	11

Table 40
Affiliate Stations
ADI Markets 51 - 60

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	785,778	7.2	522,812	631,073	1,052,820
Nat'l/Reg'l Advertising	5,030,432	46.0	3,954,410	5,215,470	6,285,443
Local Advertising	5,117,840	46.8	3,404,492	5,528,000	6,609,149
Total Time Sales	**10,934,050**	**100.0**	**8,797,906**	**11,888,350**	**13,515,463**
Agency & Rep Commissions	1,736,911		1,466,951	1,914,866	2,117,769
Other Revenue	224,075		91,079	200,526	331,632
Total Net Revenue	**9,421,215**		**7,606,316**	**10,107,098**	**11,658,451**
Departmental Expenses					
Engineering	646,875	8.6	480,040	580,150	800,737
Program & Production	1,661,230	22.0	1,239,542	1,579,961	2,225,932
News	1,138,709	15.1	869,029	1,253,628	1,464,746
Sales	936,786	12.4	700,579	867,520	1,024,062
Advertising & Promotion	302,122	4.0	223,673	284,237	386,120
General & Administrative	2,879,473	38.1	1,465,509	2,078,222	2,932,128
Total Expenses	**7,565,198**	**100.0**	**5,663,850**	**7,109,000**	**8,244,668**
Pre-Tax Profit	**1,856,017**		**654,536**	**2,438,673**	**4,136,943**
Selected Revenue Items -					
Total Political Advertising	42,132		6,525	15,367	83,215
Total Trade-Outs & Barter	282,106		96,097	217,375	374,738
Selected Expense Items -					
Total Salaries	2,585,848		1,955,743	2,720,094	3,218,805
Cost of Broadcast Rights	892,628		486,102	879,080	1,286,629
Music License Fees	157,154		101,209	139,612	211,072
Rating Services	107,997		81,705	107,033	137,300
Depreciation & Amortization	1,140,254		474,628	702,609	1,332,917
Interest	1,130,580		0	33,620	1,128,546
Utility Costs	126,185		102,025	118,765	149,001
Corporate Allocation Charges	141,167		0	0	195,000
Employment					
Fulltime	126		85	98	109
Parttime	6		4	6	8

Table 41
Affiliate Stations
ADI Markets 61 - 70

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	768,953	7.3	452,662	566,666	1,009,190
Nat'l/Reg'l Advertising	4,824,367	45.5	3,177,913	4,513,727	5,620,752
Local Advertising	5,012,560	47.3	3,608,281	4,846,049	6,204,933
Total Time Sales	**10,605,881**	**100.0**	**7,946,523**	**10,147,668**	**12,633,230**
Agency & Rep Commissions	1,720,649		1,290,257	1,734,068	2,043,810
Other Revenue	208,199		75,680	145,993	329,018
Total Net Revenue	**9,093,431**		**6,912,526**	**8,979,882**	**10,837,681**
Departmental Expenses					
Engineering	704,803	9.5	462,414	613,339	962,701
Program & Production	1,940,006	26.1	1,537,039	1,872,111	2,217,710
News	1,230,586	16.5	936,402	1,195,840	1,490,424
Sales	821,445	11.0	521,431	745,147	932,112
Advertising & Promotion	321,083	4.3	161,954	306,907	428,894
General & Administrative	2,417,893	32.5	1,617,248	1,906,724	2,871,552
Total Expenses	**7,435,819**	**100.0**	**5,683,985**	**7,282,231**	**8,979,420**
Pre-Tax Profit	**1,657,611**		**297,374**	**1,552,627**	**2,790,050**
Selected Revenue Items -					
Total Political Advertising	54,489		1,435	23,835	82,200
Total Trade-Outs & Barter	207,276		99,152	144,608	262,608
Selected Expense Items -					
Total Salaries	2,681,167		2,212,548	2,609,677	3,152,441
Cost of Broadcast Rights	990,467		635,529	991,650	1,252,235
Music License Fees	151,776		101,933	149,148	173,038
Rating Services	125,680		106,992	127,781	139,338
Depreciation & Amortization	985,250		383,238	575,107	976,772
Interest	122,955		0	0	74,281
Utility Costs	149,099		104,577	145,002	186,492
Corporate Allocation Charges	172,336		0	147,962	311,040
Employment					
Fulltime	98		81	95	103
Parttime	13		7	10	20

Table 42
Affiliate Stations
ADI Markets 71 - 80

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	576,194	7.3	381,145	515,207	733,113
Nat'l/Reg'l Advertising	3,763,999	47.8	2,864,233	3,548,227	4,897,899
Local Advertising	3,526,527	44.8	2,482,689	3,536,928	4,239,233
Total Time Sales	**7,866,720**	**100.0**	**6,873,178**	**7,915,496**	**9,225,426**
Agency & Rep Commissions	1,283,282		1,046,031	1,261,185	1,648,972
Other Revenue	177,351		76,090	146,434	270,105
Total Net Revenue	**6,822,843**		**5,927,854**	**6,806,520**	**7,903,064**
Departmental Expenses					
Engineering	544,253	10.6	371,135	499,619	778,714
Program & Production	1,249,519	24.3	1,007,339	1,260,041	1,547,094
News	890,700	17.4	551,685	885,958	1,150,615
Sales	578,052	11.3	348,419	591,649	761,782
Advertising & Promotion	195,970	3.8	87,711	188,842	288,934
General & Administrative	1,673,836	32.6	1,272,433	1,503,360	2,128,064
Total Expenses	**5,132,333**	**100.0**	**4,079,716**	**5,192,971**	**6,373,263**
Pre-Tax Profit	**1,626,120**		**303,125**	**1,654,089**	**2,629,881**
Selected Revenue Items -					
Total Political Advertising	63,225		2,903	19,515	114,572
Total Trade-Outs & Barter	161,160		49,291	104,556	240,394
Selected Expense Items -					
Total Salaries	1,966,378		1,602,759	2,007,093	2,563,080
Cost of Broadcast Rights	590,271		298,049	534,790	800,098
Music License Fees	110,765		65,938	93,626	157,365
Rating Services	87,054		74,620	89,035	106,723
Depreciation & Amortization	605,012		304,986	577,294	750,762
Interest	63,182		0	5,003	108,137
Utility Costs	116,676		66,674	111,380	154,349
Corporate Allocation Charges	174,556		0	91,818	288,960
Employment					
Fulltime	80		67	79	97
Parttime	8		6	8	11

Table 43
Affiliate Stations
ADI Markets 81 - 90

22 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	749,695	10.6	402,907	647,183	1,058,441
Nat'l/Reg'l Advertising	2,972,438	42.0	2,012,749	2,797,146	4,328,690
Local Advertising	3,361,019	47.5	2,471,034	3,287,178	4,157,850
Total Time Sales	**7,082,245**	**100.0**	**5,061,125**	**6,916,054**	**8,967,030**
Agency & Rep Commissions	1,047,684		788,427	944,275	1,382,311
Other Revenue	144,728		70,212	110,266	207,554
Total Net Revenue	**6,179,289**		**4,374,309**	**6,046,468**	**7,846,651**
Departmental Expenses					
Engineering	515,543	10.3	270,824	413,785	680,237
Program & Production	1,023,195	20.5	720,007	973,315	1,199,289
News	718,702	14.4	375,735	653,135	1,053,206
Sales	591,233	11.8	386,659	578,500	787,425
Advertising & Promotion	233,006	4.7	90,210	165,158	275,339
General & Administrative	1,912,632	38.3	1,125,662	1,714,527	2,350,005
Total Expenses	**4,994,314**	**100.0**	**3,421,993**	**5,148,919**	**6,654,979**
Pre-Tax Profit	**1,184,975**		**674,479**	**932,619**	**1,781,351**
Selected Revenue Items -					
Total Political Advertising	21,608		2,411	12,492	24,196
Total Trade-Outs & Barter	122,694		44,365	116,765	190,177
Selected Expense Items -					
Total Salaries	1,774,990		1,200,083	1,621,906	2,414,621
Cost of Broadcast Rights	484,730		272,777	538,635	661,476
Music License Fees	96,651		68,966	96,985	113,503
Rating Services	89,344		83,087	89,988	95,572
Depreciation & Amortization	624,193		326,769	469,846	854,941
Interest	394,608		393	9,963	693,635
Utility Costs	109,856		81,811	107,911	126,202
Corporate Allocation Charges	285,884		6,783	201,000	297,316
Employment					
Fulltime	73		55	72	90
Parttime	10		5	8	12

Table 44
Affiliate Stations
ADI Markets 91 - 100

24 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	446,191	6.8	247,713	352,570	508,302
Nat'l/Reg'l Advertising	2,841,423	43.0	2,307,543	2,747,864	3,296,367
Local Advertising	3,314,402	50.2	1,890,955	2,698,937	4,402,922
Total Time Sales	**6,602,017**	**100.0**	**4,729,469**	**6,572,281**	**8,283,624**
Agency & Rep Commissions	1,022,144		724,328	964,233	1,222,101
Other Revenue	138,194		35,154	70,596	170,849
Total Net Revenue	**5,718,067**		**4,105,986**	**5,635,176**	**7,132,769**
Departmental Expenses					
Engineering	521,075	10.5	374,169	461,035	649,811
Program & Production	1,012,116	20.3	706,607	925,386	1,263,954
News	590,830	11.9	368,417	567,786	754,667
Sales	650,143	13.1	427,847	617,441	866,667
Advertising & Promotion	170,677	3.4	67,897	142,135	249,823
General & Administrative	2,036,492	40.9	939,149	2,075,381	2,620,941
Total Expenses	**4,981,335**	**100.0**	**3,556,932**	**4,610,701**	**6,500,625**
Pre-Tax Profit	**736,732**		**(232,499)**	**587,924**	**1,532,936**
Selected Revenue Items -					
Total Political Advertising	17,992		2,813	5,253	22,400
Total Trade-Outs & Barter	137,867		54,097	85,970	207,040
Selected Expense Items -					
Total Salaries	1,759,372		1,364,326	1,639,127	2,117,811
Cost of Broadcast Rights	454,539		242,623	369,083	771,819
Music License Fees	92,105		59,635	76,793	98,872
Rating Services	77,031		65,839	84,581	92,098
Depreciation & Amortization	702,156		338,902	546,307	1,014,327
Interest	455,967		0	77,063	906,519
Utility Costs	99,035		75,997	91,696	137,337
Corporate Allocation Charges	200,764		0	83,950	271,589
Employment					
Fulltime	73		63	70	83
Parttime	8		4	6	12

Table 45
Affiliate Stations
ADI Markets 101 - 110

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	533,100	7.4	310,739	463,504	683,753
Nat'l/Reg'l Advertising	3,021,404	42.0	2,152,293	2,710,915	3,765,187
Local Advertising	3,637,381	50.6	2,760,163	3,312,813	4,344,551
Total Time Sales	**7,191,886**	**100.0**	**5,854,314**	**6,742,739**	**8,205,939**
Agency & Rep Commissions	1,108,470		862,518	1,067,360	1,290,067
Other Revenue	193,897		77,177	146,027	315,221
Total Net Revenue	**6,277,659**		**4,908,699**	**6,039,746**	**7,212,077**
Departmental Expenses					
Engineering	496,968	8.6	325,634	460,535	577,649
Program & Production	1,117,633	19.4	808,002	1,041,729	1,396,437
News	712,711	12.3	551,140	681,838	829,952
Sales	752,645	13.0	488,882	679,347	876,467
Advertising & Promotion	213,781	3.7	116,574	180,890	267,244
General & Administrative	2,477,737	42.4	1,289,127	1,886,210	2,433,212
Total Expenses	**5,771,863**	**100.0**	**4,132,223**	**4,887,160**	**6,832,851**
Pre-Tax Profit	**505,796**		**(236,246)**	**464,534**	**1,805,223**
Selected Revenue Items -					
Total Political Advertising	13,204		2,625	7,097	26,146
Total Trade-Outs & Barter	163,798		85,915	120,598	195,827
Selected Expense Items -					
Total Salaries	1,907,816		1,465,918	1,847,527	2,079,674
Cost of Broadcast Rights	504,402		323,744	494,372	603,989
Music License Fees	99,460		56,779	88,302	125,935
Rating Services	68,044		53,995	65,825	78,069
Depreciation & Amortization	993,665		395,006	755,261	1,056,083
Interest	448,715		0	6,617	241,843
Utility Costs	124,984		71,557	118,790	152,132
Corporate Allocation Charges	189,420		0	49,000	248,460
Employment					
Fulltime	79		63	75	86
Parttime	9		4	7	12

Table 46
Affiliate Stations
ADI Markets 111 - 120

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	474,848	11.3	174,415	393,090	637,876
Nat'l/Reg'l Advertising	1,864,014	44.2	1,401,808	1,754,022	2,125,134
Local Advertising	1,880,171	44.6	1,242,591	1,565,417	2,405,390
Total Time Sales	**4,219,031**	**100.0**	**3,033,886**	**3,551,782**	**5,076,196**
Agency & Rep Commissions	619,493		403,146	502,576	833,879
Other Revenue	139,126		53,389	90,900	194,874
Total Net Revenue	**3,738,663**		**2,635,019**	**3,341,705**	**4,309,344**
Departmental Expenses					
Engineering	331,800	9.0	274,316	339,844	384,786
Program & Production	688,249	18.6	483,286	653,611	776,491
News	477,419	12.9	369,451	414,555	590,612
Sales	437,880	11.9	350,433	397,745	497,230
Advertising & Promotion	113,303	3.1	56,520	91,894	173,452
General & Administrative	1,642,367	44.5	989,369	1,404,291	2,008,093
Total Expenses	**3,645,965**	**100.0**	**2,840,458**	**3,394,344**	**4,054,895**
Pre-Tax Profit	**127,802**		**(720,242)**	**225,438**	**649,377**
Selected Revenue Items -					
Total Political Advertising	16,534		1,220	5,375	21,675
Total Trade-Outs & Barter	171,956		61,488	140,604	188,327
Selected Expense Items -					
Total Salaries	1,281,324		1,034,075	1,163,967	1,432,013
Cost of Broadcast Rights	269,902		197,734	282,579	342,806
Music License Fees	56,039		31,032	49,507	73,909
Rating Services	53,469		41,666	53,399	67,505
Depreciation & Amortization	533,984		232,360	473,016	633,316
Interest	322,806		0	41,568	372,927
Utility Costs	84,451		67,678	82,623	97,624
Corporate Allocation Charges	154,006		0	67,659	192,731
Employment					
Fulltime	59		53	59	64
Parttime	8		5	7	10

Table 47
Affiliate Stations
ADI Markets 121 - 130

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	448,329	10.2	226,065	279,832	635,782
Nat'l/Reg'l Advertising	1,700,500	38.8	1,086,851	1,633,029	2,117,564
Local Advertising	2,234,554	51.0	1,602,128	2,023,356	2,863,957
Total Time Sales	**4,391,866**	**100.0**	**3,093,089**	**4,202,523**	**5,407,152**
Agency & Rep Commissions	579,282		348,961	569,665	687,550
Other Revenue	143,771		44,391	91,710	167,981
Total Net Revenue	**3,933,112**		**2,645,341**	**3,736,565**	**4,883,405**
Departmental Expenses					
Engineering	295,277	8.6	212,071	283,031	376,139
Program & Production	708,902	20.7	466,014	677,696	797,820
News	482,902	14.1	268,048	438,271	667,754
Sales	498,048	14.6	291,079	457,740	565,694
Advertising & Promotion	98,023	2.9	46,122	87,704	156,801
General & Administrative	1,339,387	39.1	799,081	1,219,244	1,864,415
Total Expenses	**3,370,809**	**100.0**	**2,481,042**	**3,028,617**	**4,180,047**
Pre-Tax Profit	**562,303**		**(3,703)**	**552,447**	**1,189,204**
Selected Revenue Items -					
Total Political Advertising	7,077		363	4,960	9,491
Total Trade-Outs & Barter	120,124		57,865	86,457	144,065
Selected Expense Items -					
Total Salaries	1,531,544		870,568	1,167,631	1,624,097
Cost of Broadcast Rights	225,817		122,389	222,895	290,962
Music License Fees	66,568		33,927	48,492	90,292
Rating Services	46,478		32,859	40,000	63,739
Depreciation & Amortization	474,516		187,693	391,673	691,520
Interest	177,499		0	27,999	256,097
Utility Costs	84,332		67,587	86,848	96,951
Corporate Allocation Charges	133,218		0	55,302	231,785
Employment					
Fulltime	56		44	55	65
Parttime	6		3	5	8

Table 48
Affiliate Stations
ADI Markets 131 - 150

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	487,754	11.7	211,198	425,573	722,462
Nat'l/Reg'l Advertising	1,744,100	41.8	1,339,432	1,611,931	2,256,965
Local Advertising	1,937,886	46.5	1,212,093	1,911,581	2,702,068
Total Time Sales	**4,169,733**	**100.0**	**2,883,750**	**3,854,585**	**5,114,964**
Agency & Rep Commissions	577,728		421,995	563,749	732,477
Other Revenue	95,698		43,000	56,394	135,729
Total Net Revenue	**3,687,703**		**2,441,992**	**3,473,569**	**4,593,849**
Departmental Expenses					
Engineering	376,237	11.3	253,139	332,316	500,000
Program & Production	647,934	19.5	411,505	554,351	856,514
News	395,771	11.9	276,588	432,395	533,338
Sales	421,402	12.7	291,253	426,986	502,999
Advertising & Promotion	96,791	2.9	43,895	77,850	144,359
General & Administrative	1,378,926	41.6	776,458	1,233,062	1,977,614
Total Expenses	**3,317,114**	**100.0**	**2,415,031**	**3,277,149**	**4,075,337**
Pre-Tax Profit	**370,588**		**(333,716)**	**359,078**	**904,921**
Selected Revenue Items -					
Total Political Advertising	6,021		0	490	6,818
Total Trade-Outs & Barter	109,207		29,130	81,225	143,275
Selected Expense Items -					
Total Salaries	1,222,678		835,315	1,297,550	1,535,593
Cost of Broadcast Rights	263,163		137,602	235,000	355,152
Music License Fees	54,699		30,160	45,641	75,147
Rating Services	51,812		43,829	50,891	60,991
Depreciation & Amortization	545,745		261,000	405,000	819,709
Interest	264,882		0	26,601	507,444
Utility Costs	81,953		53,316	77,836	103,019
Corporate Allocation Charges	95,374		0	53,224	127,028
Employment					
Fulltime	56		44	53	67
Parttime	7		2	6	11

Table 49
Affiliate Stations
ADI Markets 151 - 175

33 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	413,797	12.1	210,099	363,904	653,631
Nat'l/Reg'l Advertising	1,441,787	42.0	827,918	1,147,657	1,886,064
Local Advertising	1,575,017	45.9	925,939	1,285,908	1,986,856
Total Time Sales	**3,430,602**	**100.0**	**2,099,023**	**2,942,142**	**4,984,758**
Agency & Rep Commissions	401,038		218,428	332,486	521,062
Other Revenue	116,089		23,909	63,833	116,858
Total Net Revenue	**3,145,653**		**1,975,289**	**2,684,000**	**4,543,418**
Departmental Expenses					
Engineering	275,077	10.5	186,328	255,650	336,528
Program & Production	519,848	19.7	324,690	496,603	670,784
News	305,605	11.6	162,251	292,763	453,368
Sales	345,879	13.1	202,782	357,257	489,881
Advertising & Promotion	62,150	2.3	13,419	59,174	88,653
General & Administrative	1,122,192	42.6	707,153	973,998	1,464,547
Total Expenses	**2,560,608**	**100.0**	**1,825,750**	**2,360,845**	**3,373,600**
Pre-Tax Profit	**600,984**		**(62,628)**	**543,243**	**1,080,408**
Selected Revenue Items -					
Total Political Advertising	13,495		1,237	4,190	18,467
Total Trade-Outs & Barter	73,765		30,394	58,596	117,719
Selected Expense Items -					
Total Salaries	980,620		690,089	889,219	1,325,886
Cost of Broadcast Rights	135,494		54,982	107,800	144,202
Music License Fees	52,867		26,025	39,879	74,367
Rating Services	33,028		23,929	34,645	38,802
Depreciation & Amortization	320,452		168,814	259,643	562,095
Interest	204,021		0	825	356,823
Utility Costs	78,248		38,829	65,573	100,578
Corporate Allocation Charges	39,101		0	0	58,239
Employment					
Fulltime	49		38	47	58
Parttime	7		2	5	11

Table 50
Affiliate Stations
ADI Markets 176 +

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	297,650	12.7	138,698	224,213	489,973
Nat'l/Reg'l Advertising	1,021,736	43.6	606,485	830,206	1,149,473
Local Advertising	1,026,521	43.8	639,859	865,606	1,323,868
Total Time Sales	**2,345,908**	**100.0**	**1,645,974**	**1,912,150**	**2,901,597**
Agency & Rep Commissions	291,828		165,653	234,252	343,471
Other Revenue	66,456		21,612	53,093	91,588
Total Net Revenue	**2,120,536**		**1,468,136**	**1,718,977**	**2,666,469**
Departmental Expenses					
Engineering	248,877	11.6	180,934	224,856	271,187
Program & Production	295,790	13.8	183,962	275,789	392,850
News	222,217	10.4	140,011	193,761	259,402
Sales	295,227	13.8	182,487	263,630	366,906
Advertising & Promotion	51,793	2.4	12,488	40,968	82,768
General & Administrative	1,014,220	47.6	483,906	807,599	1,341,875
Total Expenses	**2,131,699**	**100.0**	**1,408,537**	**1,954,072**	**2,316,823**
Pre-Tax Profit	**(11,162)**		**(515,841)**	**(52,801)**	**392,405**
Selected Revenue Items -					
Total Political Advertising	12,666		0	1,413	14,050
Total Trade-Outs & Barter	52,524		17,086	41,045	70,498
Selected Expense Items -					
Total Salaries	785,082		541,757	737,204	902,025
Cost of Broadcast Rights	62,093		23,406	50,724	104,226
Music License Fees	31,587		16,887	21,257	41,212
Rating Services	25,531		16,664	26,939	36,827
Depreciation & Amortization	391,466		194,303	281,117	486,056
Interest	250,078		450	147,899	434,664
Utility Costs	54,704		38,352	55,318	68,083
Corporate Allocation Charges	40,469		0	0	73,571
Employment					
Fulltime	40		30	36	46
Parttime	6		3	5	8

Table 51
Affiliate Stations
Revenue Size Over $40 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	2,311,877	2.9	1,430,685	1,965,400	2,759,000
Nat'l/Reg'l Advertising	36,708,780	46.5	26,751,490	34,090,000	43,920,704
Local Advertising	39,822,688	50.5	22,448,000	29,896,432	42,986,032
Total Time Sales	**78,825,928**	**100.0**	**54,358,424**	**74,433,000**	**92,026,000**
Agency & Rep Commissions	11,314,686		7,889,000	10,028,363	14,252,100
Other Revenue	687,586		207,675	340,773	895,000
Total Net Revenue	**68,198,832**		**45,504,708**	**63,986,240**	**77,133,968**
Departmental Expenses					
Engineering	4,430,856	9.6	1,645,754	2,781,684	6,383,009
Program & Production	8,676,859	27.8	5,391,451	7,675,543	11,712,998
News	11,953,729	23.3	5,659,313	7,867,731	16,718,346
Sales	3,623,305	9.0	1,993,288	3,068,883	4,322,958
Advertising & Promotion	3,271,096	7.1	1,728,297	2,658,243	4,857,201
General & Administrative	8,615,606	22.8	5,669,965	8,213,241	11,102,139
Total Expenses	**40,733,344**	**100.0**	**24,443,804**	**39,034,776**	**53,881,096**
Pre-Tax Profit	**27,465,484**		**15,515,093**	**24,589,000**	**39,541,432**
Selected Revenue Items -					
Total Political Advertising	448,437		43,025	82,762	488,651
Total Trade-Outs & Barter	1,483,269		653,350	1,090,223	2,351,844
Selected Expense Items -					
Total Salaries	14,644,071		8,054,938	12,094,960	21,549,308
Cost of Broadcast Rights	4,044,331		2,872,331	3,958,435	4,873,206
Music License Fees	998,256		723,582	946,607	1,208,052
Rating Services	800,867		340,454	632,961	1,276,931
Depreciation & Amortization	1,906,220		1,269,568	1,634,000	2,200,000
Interest	725,025		0	0	15,419
Utility Costs	274,306		154,755	268,255	362,694
Corporate Allocation Charges	1,809,306		700,750	1,163,875	2,284,701
Employment					
Fulltime	280		192	272	350
Parttime	10		2	9	13

Table 52
Affiliate Stations
Revenue Size $25 - 40 Million

27 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,487,106	4.0	1,123,905	1,487,101	1,707,500
Nat'l/Reg'l Advertising	19,850,790	53.7	15,326,110	19,215,952	23,798,534
Local Advertising	15,659,863	42.3	13,698,286	15,617,980	17,831,736
Total Time Sales	**37,066,120**	**100.0**	**32,542,834**	**35,920,488**	**40,399,096**
Agency & Rep Commissions	6,302,995		5,508,911	6,181,528	7,024,400
Other Revenue	364,367		132,000	215,034	610,015
Total Net Revenue	**31,128,606**		**27,811,216**	**30,249,456**	**33,934,000**
Departmental Expenses					
Engineering	1,892,143	9.6	1,121,343	1,911,912	2,537,358
Program & Production	5,458,653	27.8	4,041,863	5,410,566	7,012,602
News	4,574,367	23.3	3,427,000	3,980,472	5,158,900
Sales	1,780,776	9.0	1,172,231	1,638,654	1,962,400
Advertising & Promotion	1,401,217	7.1	844,559	1,248,735	1,744,331
General & Administrative	4,479,733	22.8	3,399,780	4,464,016	5,498,530
Total Expenses	**19,586,892**	**100.0**	**17,171,000**	**18,805,284**	**22,295,484**
Pre-Tax Profit	**11,541,713**		**7,901,000**	**11,297,456**	**14,751,334**
Selected Revenue Items -					
Total Political Advertising	87,918		36,340	59,617	88,075
Total Trade-Outs & Barter	733,563		235,658	488,291	1,156,757
Selected Expense Items -					
Total Salaries	7,279,887		6,016,925	6,970,087	8,552,926
Cost of Broadcast Rights	3,207,655		1,911,543	2,793,975	4,338,047
Music License Fees	465,723		355,658	455,000	581,245
Rating Services	267,813		205,956	280,800	298,909
Depreciation & Amortization	1,429,367		965,258	1,244,716	1,650,323
Interest	47,828		0	0	1,189
Utility Costs	215,467		143,454	185,657	258,294
Corporate Allocation Charges	970,967		336,000	760,000	1,531,746
Employment					
Fulltime	195		160	188	214
Parttime	13		7	12	17

Table 53
Affiliate Stations
Revenue Size $15 - 25 Million

47 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,188,475	5.3	854,603	1,040,058	1,510,902
Nat'l/Reg'l Advertising	11,171,441	49.5	9,270,004	10,907,675	12,849,421
Local Advertising	10,210,188	45.2	8,610,688	10,036,159	11,993,500
Total Time Sales	**22,569,254**	**100.0**	**19,545,188**	**22,801,810**	**24,909,888**
Agency & Rep Commissions	3,725,542		3,213,697	3,780,495	4,069,161
Other Revenue	317,387		113,907	213,120	352,691
Total Net Revenue	**19,161,098**		**16,512,956**	**19,187,842**	**21,583,432**
Departmental Expenses					
Engineering	1,275,916	9.3	872,095	1,146,325	1,428,517
Program & Production	3,547,577	25.8	2,850,413	3,381,906	4,048,437
News	2,477,274	18.0	2,069,229	2,333,886	2,624,758
Sales	1,299,538	9.4	985,360	1,178,920	1,417,718
Advertising & Promotion	653,655	4.7	466,753	568,460	822,939
General & Administrative	4,516,518	32.8	2,544,234	3,433,215	4,988,654
Total Expenses	**13,770,479**	**100.0**	**10,880,036**	**12,684,417**	**15,565,778**
Pre-Tax Profit	**5,390,620**		**3,463,895**	**5,746,242**	**7,714,990**
Selected Revenue Items -					
Total Political Advertising	78,698		5,987	41,807	130,568
Total Trade-Outs & Barter	375,251		124,941	243,304	574,714
Selected Expense Items -					
Total Salaries	4,714,920		3,870,648	4,521,416	5,386,641
Cost of Broadcast Rights	1,973,854		1,386,062	1,780,603	2,619,500
Music License Fees	287,375		205,290	300,996	353,420
Rating Services	222,110		165,132	204,529	258,175
Depreciation & Amortizatio	1,585,474		853,087	1,040,665	1,740,866
Interest	869,823		0	0	26,703
Utility Costs	168,321		132,421	155,308	193,858
Corporate Allocation Chargs	381,582		32,945	304,000	503,115
Employment					
Fulltime	144		126	142	157
Parttime	10		5	10	14

Table 54
Affiliate Stations
Revenue Size $12 - 15 Million

22 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	982,080	6.3	529,118	868,677	1,279,675
Nat'l/Reg'l Advertising	6,189,310	39.9	5,529,238	6,800,328	7,190,846
Local Advertising	8,332,247	53.7	6,960,954	8,492,432	8,893,625
Total Time Sales	**15,503,639**	**100.0**	**14,339,566**	**15,753,674**	**16,465,285**
Agency & Rep Commissions	2,418,377		2,126,118	2,466,855	2,712,418
Other Revenue	329,749		129,542	270,139	385,676
Total Net Revenue	**13,415,011**		**12,641,766**	**13,472,448**	**14,156,438**
Departmental Expenses					
Engineering	968,963	10.0	646,334	874,492	1,065,861
Program & Production	2,443,982	25.2	2,017,129	2,427,830	2,714,359
News	1,813,336	18.7	1,402,697	1,852,839	1,980,040
Sales	1,088,643	11.2	845,684	1,090,021	1,446,509
Advertising & Promotion	454,326	4.7	322,427	415,664	518,885
General & Administrative	2,925,088	30.2	2,137,702	2,716,751	3,418,102
Total Expenses	**9,694,341**	**100.0**	**8,101,256**	**9,246,196**	**11,781,834**
Pre-Tax Profit	**3,720,670**		**2,371,519**	**4,509,108**	**5,260,549**
Selected Revenue Items -					
Total Political Advertising	109,296		10,097	63,565	202,429
Total Trade-Outs & Barter	286,152		126,672	246,773	403,414
Selected Expense Items -					
Total Salaries	3,683,162		3,266,411	3,579,866	4,134,572
Cost of Broadcast Rights	1,439,448		1,027,638	1,474,639	1,748,251
Music License Fees	209,441		162,681	198,472	233,953
Rating Services	136,424		91,073	145,267	164,980
Depreciation & Amortization	947,543		610,403	797,046	1,217,386
Interest	286,618		0	0	130,993
Utility Costs	140,886		102,088	141,152	172,027
Corporate Allocation Charges	315,827		0	169,005	472,019
Employment					
Fulltime	119		104	117	126
Parttime	10		5	9	15

Table 55
Affiliate Stations
Revenue Size $10 - 12 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	955,011	7.5	610,805	742,577	1,121,845
Nat'l/Reg'l Advertising	5,650,950	44.5	4,851,730	5,684,830	6,429,148
Local Advertising	6,106,537	48.0	5,196,329	5,988,703	7,085,509
Total Time Sales	**12,712,499**	**100.0**	**12,126,820**	**12,734,026**	**13,242,322**
Agency & Rep Commissions	1,997,760		1,924,288	2,019,714	2,128,297
Other Revenue	237,581		129,428	178,719	303,199
Total Net Revenue	**10,952,320**		**10,461,410**	**10,891,038**	**11,519,602**
Departmental Expenses					
Engineering	761,566	9.3	557,719	778,811	905,577
Program & Production	2,118,367	26.0	1,656,371	2,078,506	2,413,455
News	1,341,648	16.5	1,160,125	1,333,293	1,545,403
Sales	950,621	11.7	772,878	935,335	1,107,943
Advertising & Promotion	339,180	4.2	248,457	325,377	411,850
General & Administrative	2,640,414	32.4	1,787,424	2,074,574	2,740,676
Total Expenses	**8,151,763**	**100.0**	**7,058,522**	**7,472,933**	**8,272,728**
Pre-Tax Profit	**2,800,556**		**2,441,966**	**3,223,434**	**4,181,378**
Selected Revenue Items -					
Total Political Advertising	42,543		2,623	10,853	50,250
Total Trade-Outs & Barter	244,573		100,362	160,549	363,558
Selected Expense Items -					
Total Salaries	2,980,968		2,701,334	2,927,347	3,342,657
Cost of Broadcast Rights	1,058,544		714,961	1,059,516	1,363,167
Music License Fees	179,555		135,380	158,747	218,922
Rating Services	127,123		88,736	134,660	150,407
Depreciation & Amortization	997,265		522,815	682,179	1,061,117
Interest	621,817		0	0	46,490
Utility Costs	140,167		113,942	132,865	161,472
Corporate Allocation Charges	231,311		5,994	207,154	401,993
Employment					
Fulltime	104		98	105	115
Parttime	9		6	8	14

Table 56
Affiliate Stations
Revenue Size $8 - 10 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	808,925	7.9	546,260	662,403	1,034,950
Nat'l/Reg'l Advertising	4,654,012	45.6	4,046,082	4,775,532	5,277,518
Local Advertising	4,741,972	46.5	4,230,606	4,633,513	5,394,462
Total Time Sales	**10,204,265**	**100.0**	**9,818,959**	**10,156,681**	**10,897,837**
Agency & Rep Commissions	1,598,876		1,477,304	1,630,057	1,793,726
Other Revenue	262,563		90,416	260,739	407,762
Total Net Revenue	**8,868,243**		**8,356,018**	**8,890,829**	**9,291,311**
Departmental Expenses					
Engineering	642,380	8.8	490,688	572,000	752,616
Program & Production	1,684,586	23.2	1,260,888	1,579,961	1,968,420
News	1,120,531	15.4	900,600	1,084,905	1,388,243
Sales	861,024	11.8	675,210	802,433	917,651
Advertising & Promotion	263,187	3.6	109,114	235,371	358,339
General & Administrative	2,698,983	37.1	1,700,728	2,140,600	3,173,991
Total Expenses	**7,270,693**	**100.0**	**5,966,779**	**6,961,500**	**7,897,213**
Pre-Tax Profit	**1,597,550**		**701,541**	**1,863,183**	**2,438,673**
Selected Revenue Items -					
Total Political Advertising	39,655		1,211	20,343	66,050
Total Trade-Outs & Barter	213,182		76,309	161,604	305,385
Selected Expense Items -					
Total Salaries	2,589,226		2,216,668	2,620,261	2,848,000
Cost of Broadcast Rights	869,348		538,846	791,333	1,097,328
Music License Fees	137,489		101,183	138,922	176,696
Rating Services	109,086		73,100	101,276	135,188
Depreciation & Amortization	1,028,794		457,800	659,704	893,031
Interest	384,626		0	7,821	675,000
Utility Costs	136,848		106,259	123,982	163,967
Corporate Allocation Charges	214,736		0	92,524	356,247
Employment					
Fulltime	98		86	94	110
Parttime	8		4	7	10

Table 57
Affiliate Stations
Revenue Size $7 - 8 Million

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	642,177	7.4	428,077	535,176	812,475
Nat'l/Reg'l Advertising	4,058,270	46.8	3,323,984	3,903,854	4,943,978
Local Advertising	3,975,980	45.8	3,438,694	3,863,171	4,580,193
Total Time Sales	**8,676,428**	**100.0**	**8,299,876**	**8,750,096**	**9,009,080**
Agency & Rep Commissions	1,377,031		1,296,279	1,372,588	1,501,109
Other Revenue	172,032		63,434	117,138	256,981
Total Net Revenue	**7,471,430**		**7,170,598**	**7,432,897**	**7,773,512**
Departmental Expenses					
Engineering	622,497	9.8	446,831	556,314	754,672
Program & Production	1,272,825	20.1	899,708	1,258,195	1,590,985
News	954,208	15.1	641,708	967,959	1,206,055
Sales	791,804	12.5	555,728	670,709	896,814
Advertising & Promotion	250,482	4.0	143,846	260,127	350,580
General & Administrative	2,430,882	38.4	1,676,458	2,074,741	2,832,288
Total Expenses	**6,322,701**	**100.0**	**5,303,156**	**6,145,110**	**7,288,868**
Pre-Tax Profit	**1,126,740**		**194,218**	**1,194,316**	**2,343,123**
Selected Revenue Items -					
Total Political Advertising	63,525		9,140	31,039	90,682
Total Trade-Outs & Barter	139,613		43,997	81,755	227,961
Selected Expense Items -					
Total Salaries	2,195,421		1,835,441	2,269,062	2,560,867
Cost of Broadcast Rights	683,800		338,062	585,514	937,644
Music License Fees	137,394		92,414	117,864	190,274
Rating Services	103,966		87,375	102,207	127,945
Depreciation & Amortization	769,096		339,705	475,186	1,029,610
Interest	323,410		0	51,514	224,062
Utility Costs	129,169		84,350	113,726	174,036
Corporate Allocation Charges	253,962		0	39,641	253,934
Employment					
Fulltime	122		78	86	97
Parttime	11		5	7	12

Table 58
Affiliate Stations
Revenue Size $6 - 7 Million

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	627,619	8.4	386,909	555,709	818,548
Nat'l/Reg'l Advertising	3,411,987	45.5	2,810,666	3,090,534	3,960,472
Local Advertising	3,452,697	46.1	2,739,901	3,431,244	4,161,531
Total Time Sales	**7,492,304**	**100.0**	**7,196,393**	**7,535,532**	**7,861,109**
Agency & Rep Commissions	1,133,152		1,026,400	1,146,230	1,271,644
Other Revenue	206,959		89,027	204,533	294,947
Total Net Revenue	**6,595,523**		**6,386,663**	**6,653,868**	**6,823,136**
Departmental Expenses					
Engineering	525,808	9.5	385,085	460,410	632,396
Program & Production	1,307,860	23.7	1,083,111	1,335,637	1,518,986
News	788,233	14.3	575,350	835,796	987,131
Sales	660,630	12.0	448,130	619,092	849,568
Advertising & Promotion	213,314	3.9	146,905	206,021	262,373
General & Administrative	2,031,407	36.8	1,277,597	1,481,899	2,148,387
Total Expenses	**5,527,254**	**100.0**	**4,429,179**	**5,336,234**	**6,146,890**
Pre-Tax Profit	**1,068,268**		**365,112**	**1,292,911**	**2,132,344**
Selected Revenue Items -					
Total Political Advertising	27,368		2,908	8,096	27,879
Total Trade-Outs & Barter	193,536		54,172	127,877	284,996
Selected Expense Items -					
Total Salaries	2,005,545		1,630,195	1,999,292	2,354,474
Cost of Broadcast Rights	675,104		456,583	591,272	911,470
Music License Fees	100,799		74,166	96,088	116,326
Rating Services	87,780		65,630	84,175	109,766
Depreciation & Amortization	776,560		318,497	531,712	883,820
Interest	250,656		0	0	105,761
Utility Costs	105,104		70,929	91,570	118,000
Corporate Allocation Charges	114,908		0	77,625	198,141
Employment					
Fulltime	82		71	80	93
Parttime	9		5	7	12

Table 59
Affiliate Stations
Revenue Size $5 - 6 Million

38 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	539,748	8.6	353,080	467,796	701,012
Nat'l/Reg'l Advertising	2,806,249	44.8	2,292,977	2,630,344	3,175,250
Local Advertising	2,915,892	46.6	2,555,751	3,067,116	3,348,007
Total Time Sales	**6,261,882**	**100.0**	**5,992,917**	**6,297,950**	**6,599,556**
Agency & Rep Commissions	924,831		854,130	975,506	1,049,235
Other Revenue	163,387		65,129	117,726	198,958
Total Net Revenue	**5,523,112**		**5,312,867**	**5,582,127**	**5,701,552**
Departmental Expenses					
Engineering	466,260	9.8	339,711	454,771	588,561
Program & Production	964,797	20.2	823,253	933,543	1,130,756
News	523,598	11.0	392,909	526,321	660,115
Sales	575,318	12.0	464,799	535,985	609,988
Advertising & Promotion	135,093	2.8	56,863	132,029	179,002
General & Administrative	2,110,822	44.2	1,307,017	1,967,538	2,305,242
Total Expenses	**4,775,891**	**100.0**	**3,799,755**	**4,669,398**	**5,264,295**
Pre-Tax Profit	**747,221**		**397,849**	**858,613**	**1,487,967**
Selected Revenue Items -					
Total Political Advertising	15,389		1,528	6,205	19,749
Total Trade-Outs & Barter	160,499		50,495	105,510	237,546
Selected Expense Items -					
Total Salaries	1,560,411		1,356,782	1,547,450	1,772,421
Cost of Broadcast Rights	359,130		199,305	323,648	606,854
Music License Fees	92,249		61,298	78,917	125,378
Rating Services	71,111		58,300	73,460	89,027
Depreciation & Amortization	846,839		362,225	637,626	1,108,631
Interest	357,264		0	5,414	219,944
Utility Costs	112,324		64,350	97,003	145,281
Corporate Allocation Charges	204,283		0	156,500	276,183
Employment					
Fulltime	69		63	67	76
Parttime	8		3	8	10

Table 60
Affiliate Stations
Revenue Size $4 - 5 Million

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	577,054	11.1	345,196	468,995	681,667
Nat'l/Reg'l Advertising	2,184,432	42.1	1,714,695	2,165,388	2,469,813
Local Advertising	2,431,899	46.8	2,021,990	2,447,966	2,756,342
Total Time Sales	**5,193,387**	**100.0**	**4,807,976**	**5,125,609**	**5,437,393**
Agency & Rep Commissions	822,342		645,967	777,242	862,018
Other Revenue	125,194		48,312	68,042	149,635
Total Net Revenue	**4,496,238**		**4,219,492**	**4,422,217**	**4,799,000**
Departmental Expenses					
Engineering	394,700	10.2	268,167	374,164	480,035
Program & Production	848,025	22.0	669,408	731,745	903,783
News	534,257	13.8	419,872	543,629	641,182
Sales	483,636	12.5	365,016	425,027	513,350
Advertising & Promotion	159,839	4.1	57,071	139,447	204,822
General & Administrative	1,438,062	37.3	1,006,767	1,410,512	1,599,957
Total Expenses	**3,858,779**	**100.0**	**3,207,268**	**3,696,580**	**4,230,400**
Pre-Tax Profit	**637,459**		**237,413**	**851,736**	**1,102,462**
Selected Revenue Items -					
Total Political Advertising	14,333		1,850	5,507	20,580
Total Trade-Outs & Barter	126,035		61,930	95,058	158,283
Selected Expense Items -					
Total Salaries	1,423,429		1,172,899	1,434,807	1,617,352
Cost of Broadcast Rights	364,274		247,225	313,284	440,244
Music License Fees	76,680		57,828	70,800	92,215
Rating Services	68,553		50,606	63,553	86,336
Depreciation & Amortization	509,719		276,691	405,000	681,954
Interest	183,814		0	1,186	119,688
Utility Costs	101,430		79,911	94,018	123,639
Corporate Allocation Charges	173,853		0	115,217	251,112
Employment					
Fulltime	65		56	63	72
Parttime	8		4	5	9

Table 61
Affiliate Stations
Revenue Size $3 - 4 Million

47 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	434,519	11.1	228,050	328,645	658,115
Nat'l/Reg'l Advertising	1,655,190	42.2	1,263,706	1,616,641	1,971,584
Local Advertising	1,830,311	46.7	1,413,867	1,865,047	2,170,958
Total Time Sales	**3,924,168**	**100.0**	**3,557,666**	**3,907,545**	**4,314,846**
Agency & Rep Commissions	531,647		436,389	535,046	642,516
Other Revenue	106,699		46,281	95,900	153,863
Total Net Revenue	**3,499,697**		**3,223,604**	**3,510,000**	**3,757,862**
Departmental Expenses					
Engineering	342,374	10.1	251,831	292,779	421,511
Program & Production	631,616	18.7	483,379	617,342	717,887
News	397,234	11.8	286,524	378,289	530,668
Sales	435,311	12.9	352,859	407,612	504,143
Advertising & Promotion	96,128	2.8	47,622	87,537	137,996
General & Administrative	1,470,666	43.6	927,368	1,196,614	2,092,310
Total Expenses	**3,341,159**	**100.0**	**2,775,532**	**3,269,581**	**4,047,694**
Pre-Tax Profit	**158,538**		**(414,979)**	**217,938**	**850,911**
Selected Revenue Items -					
Total Political Advertising	11,415		789	4,752	11,866
Total Trade-Outs & Barter	107,506		40,459	85,046	171,237
Selected Expense Items -					
Total Salaries	1,336,994		1,066,593	1,162,903	1,390,245
Cost of Broadcast Rights	247,682		138,201	229,486	289,841
Music License Fees	51,373		37,261	46,385	60,890
Rating Services	51,346		34,228	48,291	66,532
Depreciation & Amortization	523,791		221,118	413,166	806,381
Interest	368,222		588	145,547	676,854
Utility Costs	89,723		61,011	82,790	110,075
Corporate Allocation Charges	73,341		0	22,249	105,371
Employment					
Fulltime	54		49	54	60
Parttime	7		5	7	10

Table 62
Affiliate Stations
Revenue Size $2 - 3 Million

40 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	321,449	11.3	156,807	320,744	431,940
Nat'l/Reg'l Advertising	1,247,155	43.7	995,094	1,173,108	1,517,065
Local Advertising	1,286,406	45.1	1,056,250	1,274,535	1,556,973
Total Time Sales	**2,854,983**	**100.0**	**2,574,421**	**2,854,895**	**3,098,261**
Agency & Rep Commissions	384,345		304,704	394,929	458,282
Other Revenue	62,709		37,142	53,892	83,598
Total Net Revenue	**2,528,761**		**2,358,438**	**2,516,852**	**2,706,443**
Departmental Expenses					
Engineering	281,418	11.4	208,256	260,991	334,617
Program & Production	477,729	19.7	323,576	400,158	552,527
News	263,707	10.7	190,588	278,216	329,147
Sales	346,998	14.0	234,268	296,881	387,695
Advertising & Promotion	83,038	3.4	40,972	58,455	89,415
General & Administrative	1,022,493	41.3	658,868	973,949	1,244,491
Total Expenses	**2,466,844**	**100.0**	**1,960,401**	**2,400,769**	**2,943,054**
Pre-Tax Profit	**50,361**		**(333,629)**	**108,765**	**523,074**
Selected Revenue Items -					
Total Political Advertising	6,962		0	1,647	6,725
Total Trade-Outs & Barter	101,022		42,091	70,710	143,480
Selected Expense Items -					
Total Salaries	891,799		756,243	854,639	979,063
Cost of Broadcast Rights	164,671		95,900	129,101	235,000
Music License Fees	35,509		26,100	33,174	41,494
Rating Services	40,841		28,649	37,940	49,581
Depreciation & Amortization	368,396		222,854	264,819	512,846
Interest	196,970		0	31,755	372,927
Utility Costs	65,021		38,478	67,510	85,912
Corporate Allocation Charges	43,837		0	14,988	68,586
Employment					
Fulltime	46		39	44	53
Parttime	7		3	6	9

Table 63
Affiliate Stations
Revenue Size Under $2 Million

42 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	183,765	11.5	116,023	151,802	222,991
Nat'l/Reg'l Advertising	611,756	38.4	404,734	608,657	803,312
Local Advertising	795,656	50.0	624,422	723,469	956,969
Total Time Sales	**1,591,178**	**100.0**	**1,268,953**	**1,681,898**	**1,905,330**
Agency & Rep Commissions	219,656		147,152	191,306	236,937
Other Revenue	47,348		15,047	41,003	65,644
Total Net Revenue	**1,418,871**		**1,179,470**	**1,473,363**	**1,703,214**
Departmental Expenses					
Engineering	208,958	11.4	156,563	213,344	260,006
Program & Production	282,457	15.5	169,261	266,453	364,991
News	166,868	9.1	75,864	156,173	210,916
Sales	237,404	13.0	153,971	216,022	303,223
Advertising & Promotion	55,710	3.1	11,258	41,604	89,276
General & Administrative	874,933	47.9	421,483	733,147	1,168,857
Total Expenses	**1,814,404**	**100.0**	**1,231,089**	**1,686,925**	**2,187,762**
Pre-Tax Profit	**(395,533)**		**(703,883)**	**(215,662)**	**(608)**
Selected Revenue Items -					
Total Political Advertising	5,663		0	804	8,950
Total Trade-Outs & Barter	64,869		21,322	50,189	106,461
Selected Expense Items -					
Total Salaries	608,768		441,539	548,678	768,030
Cost of Broadcast Rights	106,400		44,991	74,559	137,066
Music License Fees	22,551		14,947	17,935	25,009
Rating Services	30,000		17,882	27,983	37,719
Depreciation & Amortization	326,971		135,087	298,641	459,198
Interest	220,219		0	120,762	461,424
Utility Costs	66,795		38,298	59,518	95,632
Corporate Allocation Charges	38,759		0	0	56,456
Employment					
Fulltime	34		27	33	40
Parttime	5		2	4	6

Table 64
Independent Stations
Nationwide

126 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	26,835	0.2	0	0	0
Nat'l/Reg'l Advertising	7,067,996	45.1	1,417,922	3,201,799	9,548,348
Local Advertising	8,588,946	54.8	1,488,459	2,918,000	7,502,728
Total Time Sales	**15,683,778**	**100.0**	**2,869,268**	**6,557,054**	**17,590,608**
Agency & Rep Commissions	2,723,054		407,650	1,104,420	2,964,095
Other Revenue	291,630		56,373	127,867	308,298
Total Net Revenue	**13,149,724**		**2,549,761**	**5,430,441**	**14,010,324**
Departmental Expenses					
Engineering	892,780	7.7	275,842	472,900	966,774
Program & Production	5,589,937	48.2	825,557	2,030,447	6,691,677
News	504,128	4.3	0	7,391	373,142
Sales	1,130,830	9.7	433,541	739,031	1,279,032
Advertising & Promotion	668,012	5.8	128,579	371,512	916,232
General & Administrative	2,820,842	24.3	1,052,995	2,043,650	3,560,671
Total Expenses	**11,402,886**	**100.0**	**3,532,776**	**6,309,083**	**12,721,346**
Pre-Tax Profit	**1,746,838**		**(1,402,271)**	**2,145**	**2,134,899**
Selected Revenue Items -					
Total Political Advertising	31,501		0	1,300	10,543
Total Trade-Outs & Barter	535,421		147,050	312,476	616,228
Selected Expense Items -					
Total Salaries	2,339,396		724,000	1,211,724	2,792,790
Cost of Broadcast Rights	4,466,845		670,306	1,608,907	5,865,351
Music License Fees	165,834		24,929	65,964	190,242
Rating Services	233,449		45,985	102,747	228,629
Depreciation & Amortization	881,718		337,299	588,418	1,049,572
Interest	515,926		0	183,244	605,960
Utility Costs	162,390		93,431	142,734	209,972
Corporate Allocation Charges	204,031		0	69,605	240,000
Employment					
Fulltime	70		35	49	79
Parttime	6		1	3	8

Table 65
Independent Stations
ADI Markets 1 - 10

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	19,865	0.0	0	0	0
Nat'l/Reg'l Advertising	15,810,831	38.8	5,279,727	13,962,586	24,937,632
Local Advertising	24,921,524	61.2	4,144,873	10,976,346	38,719,328
Total Time Sales	**40,752,220**	**100.0**	**11,331,229**	**32,127,446**	**71,548,840**
Agency & Rep Commissions	6,789,618		1,624,482	5,406,540	14,265,634
Other Revenue	487,648		111,723	341,742	806,115
Total Net Revenue	**34,450,252**		**8,406,174**	**24,420,300**	**59,804,728**
Departmental Expenses					
Engineering	2,028,374	7.6	597,019	1,480,739	3,388,967
Program & Production	14,304,527	53.6	2,312,039	9,963,404	25,319,228
News	1,575,505	5.9	67,986	539,617	2,696,925
Sales	2,425,809	9.1	1,112,679	1,612,286	3,811,891
Advertising & Promotion	1,495,595	5.6	610,580	1,123,706	2,267,044
General & Administrative	4,835,290	18.1	2,091,146	4,429,227	6,179,850
Total Expenses	**26,566,070**	**100.0**	**9,575,206**	**18,799,092**	**41,273,076**
Pre-Tax Profit	**7,884,182**		**(348,519)**	**5,383,483**	**13,507,649**
Selected Revenue Items -					
Total Political Advertising	112,349		0	14,800	116,870
Total Trade-Outs & Barter	983,972		233,529	616,228	989,455
Selected Expense Items -					
Total Salaries	5,365,414		1,654,693	3,191,465	8,752,475
Cost of Broadcast Rights	11,325,011		2,000,000	8,544,548	15,484,944
Music License Fees	411,688		81,208	228,444	603,249
Rating Services	637,164		210,496	450,909	1,120,676
Depreciation & Amortization	1,611,858		696,289	933,783	2,136,785
Interest	269,297		0	15,000	270,297
Utility Costs	265,258		172,874	242,672	329,049
Corporate Allocation Charges	466,656		0	219,600	726,112
Employment					
Fulltime	126		59	97	211
Parttime	11		2	8	14

Table 66
Independent Stations
ADI Markets 11 - 20

19 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	6,383	0.0	0	0	0
Nat'l/Reg'l Advertising	9,699,853	58.2	3,666,598	9,687,165	15,576,759
Local Advertising	6,948,626	41.7	4,593,719	6,095,990	9,168,617
Total Time Sales	**16,654,862**	**100.0**	**8,502,095**	**17,982,684**	**23,898,184**
Agency & Rep Commissions	3,324,343		1,493,473	3,003,060	4,311,310
Other Revenue	475,119		104,294	233,850	553,134
Total Net Revenue	**13,791,933**		**7,112,916**	**13,426,277**	**20,906,200**
Departmental Expenses					
Engineering	956,547	7.7	540,350	955,242	1,239,633
Program & Production	6,151,711	49.6	4,019,855	5,349,396	8,885,000
News	526,343	4.2	0	396,800	995,000
Sales	1,256,647	10.1	939,569	1,251,182	1,643,034
Advertising & Promotion	860,203	6.9	531,479	926,976	1,151,270
General & Administrative	2,650,751	21.4	1,801,169	2,305,353	3,923,498
Total Expenses	**12,336,064**	**100.0**	**9,521,732**	**12,675,724**	**15,735,000**
Pre-Tax Profit	**1,455,868**		**(959,954)**	**1,251,056**	**2,848,965**
Selected Revenue Items -					
Total Political Advertising	24,486		0	6,090	10,747
Total Trade-Outs & Barter	659,442		228,749	438,158	966,272
Selected Expense Items -					
Total Salaries	2,543,245		1,811,800	2,098,892	3,450,000
Cost of Broadcast Rights	5,463,487		3,611,033	4,875,389	7,673,363
Music License Fees	181,600		45,448	179,417	271,050
Rating Services	185,373		137,970	183,644	240,819
Depreciation & Amortization	726,818		500,360	648,400	994,483
Interest	421,232		0	156,000	786,056
Utility Costs	166,781		107,693	175,532	215,286
Corporate Allocation Charges	171,827		0	100,020	291,900
Employment					
Fulltime	85		58	73	107
Parttime	10		1	6	16

Table 67
Independent Stations
ADI Markets 21 - 40

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	22,203	0.2	0	0	750
Nat'l/Reg'l Advertising	5,184,837	53.7	2,077,857	3,606,238	6,114,449
Local Advertising	4,443,426	46.0	1,783,991	3,062,553	7,196,235
Total Time Sales	**9,650,468**	**100.0**	**3,920,416**	**7,410,756**	**12,235,536**
Agency & Rep Commissions	1,753,889		693,509	1,384,457	2,340,995
Other Revenue	234,123		87,039	129,773	308,298
Total Net Revenue	**8,130,701**		**3,363,991**	**6,302,233**	**10,385,814**
Departmental Expenses					
Engineering	656,300	7.5	341,789	507,000	887,736
Program & Production	3,550,415	40.5	1,854,076	2,395,110	4,638,756
News	113,948	1.3	0	0	72,743
Sales	778,028	8.9	530,957	810,131	1,054,795
Advertising & Promotion	474,461	5.4	211,752	429,802	609,535
General & Administrative	3,189,763	36.4	1,595,800	2,727,751	3,545,845
Total Expenses	**8,762,916**	**100.0**	**4,994,160**	**7,668,521**	**10,380,368**
Pre-Tax Profit	**(632,214)**		**(2,550,316)**	**(701,337)**	**1,006,078**
Selected Revenue Items -					
Total Political Advertising	6,658		0	0	5,845
Total Trade-Outs & Barter	366,542		148,821	311,110	485,543
Selected Expense Items -					
Total Salaries	1,607,186		970,777	1,317,815	2,002,165
Cost of Broadcast Rights	2,768,152		1,372,663	1,664,019	3,690,789
Music License Fees	103,562		29,497	81,802	148,164
Rating Services	116,774		66,902	110,017	158,311
Depreciation & Amortization	874,562		364,795	669,868	1,122,254
Interest	1,223,203		0	653,936	1,746,689
Utility Costs	161,546		115,884	149,061	175,930
Corporate Allocation Charges	76,343		0	17,900	150,947
Employment					
Fulltime	57		39	53	62
Parttime	5		1	2	5

Table 68
Independent Stations
ADI Markets 41 - 80

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	39,824	0.9	0	0	0
Nat'l/Reg'l Advertising	2,558,881	54.8	1,536,300	2,521,622	3,156,373
Local Advertising	2,070,327	44.3	1,314,168	1,958,208	3,010,810
Total Time Sales	**4,669,033**	**100.0**	**3,230,246**	**4,762,589**	**6,031,100**
Agency & Rep Commissions	821,983		451,613	896,638	1,118,689
Other Revenue	171,741		38,108	76,434	142,185
Total Net Revenue	**3,904,211**		**2,450,526**	**4,010,431**	**4,963,981**
Departmental Expense					
Engineering	337,179	7.8	228,851	310,320	412,929
Program & Production	1,423,873	32.9	986,461	1,526,792	1,968,750
News	57,400	1.3	0	0	6,011
Sales	578,215	13.3	386,337	571,437	722,998
Advertising & Promotion	235,008	5.4	144,125	234,906	344,090
General & Administrative	1,700,058	39.2	808,161	1,599,186	2,316,114
Total Expenses	**4,218,178**	**100.0**	**3,463,813**	**4,275,206**	**4,798,030**
Pre-Tax Profit	**(313,966)**		**(1,345,975)**	**(38,882)**	**414,841**
Selected Revenue Items -					
Total Political Advertising	8,935		0	1,350	7,597
Total Trade-Outs & Barter	333,043		108,951	179,945	415,439
Selected Expense Items -					
Total Salaries	892,340		596,686	785,080	1,037,408
Cost of Broadcast Rights	1,024,016		287,501	1,096,624	1,555,557
Music License Fees	47,112		25,811	35,307	68,040
Rating Services	76,311		47,324	80,513	102,524
Depreciation & Amortization	561,104		310,239	416,760	757,224
Interest	416,762		99,293	352,705	552,356
Utility Costs	118,262		79,127	123,198	150,077
Corporate Allocation Charges	177,341		0	53,239	181,863
Employment					
Fulltime	41		34	38	44
Parttime	3		1	1	4

Table 69
Independent Stations
ADI Markets 81 +

22 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	42,146	2.1	0	0	1,576
Nat'l/Reg'l Advertising	956,768	47.0	383,425	718,357	1,068,196
Local Advertising	1,037,429	50.9	560,084	935,656	1,265,177
Total Time Sales	**2,036,344**	**100.0**	**974,918**	**1,664,864**	**2,580,841**
Agency & Rep Commissions	265,723		99,158	201,846	341,435
Other Revenue	89,249		20,624	52,112	126,863
Total Net Revenue	**1,859,869**		**1,020,324**	**1,527,506**	**2,210,191**
Departmental Expenses					
Engineering	261,592	9.3	173,174	216,227	313,723
Program & Production	813,388	28.9	250,181	637,498	1,123,368
News	34,902	1.2	0	0	44,516
Sales	356,154	12.7	155,716	308,320	545,255
Advertising & Promotion	140,237	5.0	64,191	111,014	239,517
General & Administrative	1,205,510	42.9	745,942	965,286	1,231,319
Total Expenses	**2,717,184**	**100.0**	**1,526,703**	**2,111,382**	**3,178,124**
Pre-Tax Profit	**(857,314)**		**(1,149,300)**	**(658,189)**	**40,279**
Selected Revenue Items -					
Total Political Advertising	878		0	0	825
Total Trade-Outs & Barter	229,084		95,554	164,046	263,655
Selected Expense Items -					
Total Salaries	677,439		473,790	577,022	952,281
Cost of Broadcast Rights	667,491		233,640	485,744	995,052
Music License Fees	27,127		6,850	14,631	30,762
Rating Services	36,982		14,558	32,908	48,262
Depreciation & Amortization	383,938		187,863	296,550	458,476
Interest	272,937		48,886	158,362	388,707
Utility Costs	82,088		48,013	81,814	109,751
Corporate Allocation Charges	58,558		0	50,000	85,000
Employment					
Fulltime	35		25	32	46
Parttime	3		1	3	4

Table 70
Independent Stations
Revenue Size Over $15 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	19,910	0.1	0	0	0
Nat'l/Reg'l Advertising	20,655,322	42.5	13,435,398	18,601,172	25,037,264
Local Advertising	27,908,526	57.4	9,016,852	14,071,000	41,730,552
Total Time Sales	**48,582,856**	100.0	**24,433,668**	**35,184,852**	**74,486,480**
Agency & Rep Commissions	8,105,879		4,172,175	5,945,744	14,334,422
Other Revenue	542,193		221,468	380,599	808,888
Total Net Revenue	**41,019,172**		**20,727,442**	**27,370,452**	**62,069,960**
Departmental Expenses					
Engineering	2,282,990	7.4	1,094,847	1,725,851	3,402,934
Program & Production	16,946,840	55.0	9,072,240	12,721,744	27,393,300
News	1,834,792	6.0	336,108	995,000	2,906,850
Sales	2,681,880	8.7	1,356,271	1,723,857	3,818,927
Advertising & Promotion	1,706,300	5.5	990,435	1,501,164	2,272,363
General & Administrative	5,370,373	17.4	2,545,710	4,463,885	6,987,720
Total Expenses	**30,824,176**	100.0	**16,420,322**	**19,711,242**	**45,854,048**
Pre-Tax Profit	**10,194,995**		**2,354,785**	**10,111,178**	**15,528,424**
Selected Revenue Items -					
Total Political Advertising	71,256		4,700	14,800	49,470
Total Trade-Outs & Barter	1,188,986		445,579	740,567	1,316,022
Selected Expense Items -					
Total Salaries	6,176,437		3,352,704	3,865,451	8,881,650
Cost of Broadcast Rights	12,653,266		7,055,385	8,888,330	15,446,217
Music License Fees	485,862		228,444	352,000	564,000
Rating Services	663,243		226,152	433,207	1,126,352
Depreciation & Amortization	1,626,606		687,677	915,501	1,904,937
Interest	490,550		0	0	89,228
Utility Costs	251,323		120,428	230,493	325,930
Corporate Allocation Charges	504,908		90,000	304,800	800,603
Employment					
Fulltime	147		96	118	213
Parttime	15		6	14	23

Table 71
Independent Stations
Revenue Size $5 - 15 Million

37 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	46,629	0.4	0	0	0
Nat'l/Reg'l Advertising	5,522,450	52.4	3,587,799	4,735,786	7,470,951
Local Advertising	4,968,140	47.1	3,063,182	4,301,426	5,468,608
Total Time Sales	**10,537,219**	**100.0**	**7,246,100**	**9,382,221**	**13,355,314**
Agency & Rep Commissions	2,129,702		1,322,403	1,602,862	2,392,888
Other Revenue	327,679		87,039	151,634	338,323
Total Net Revenue	**8,728,158**		**6,072,663**	**7,735,185**	**10,995,380**
Departmental Expenses					
Engineering	712,554	7.8	412,929	598,045	925,680
Program & Production	3,815,889	41.8	2,050,487	3,242,176	5,346,155
News	193,295	2.1	0	11,534	123,599
Sales	983,734	10.8	720,029	958,071	1,174,979
Advertising & Promotion	580,017	6.4	242,290	524,419	854,819
General & Administrative	2,834,192	31.1	1,690,810	2,503,233	3,868,067
Total Expenses	**9,038,603**	**100.0**	**7,114,715**	**9,282,278**	**11,041,330**
Pre-Tax Profit	**(310,444)**		**(2,550,316)**	**26,754**	**1,998,466**
Selected Revenue Items -					
Total Political Advertising	43,783		0	5,235	11,331
Total Trade-Outs & Barter	486,518		199,196	404,255	585,241
Selected Expense Items -					
Total Salaries	1,756,737		1,231,946	1,673,315	2,156,228
Cost of Broadcast Rights	2,950,071		1,301,221	2,631,581	4,511,943
Music License Fees	103,762		58,754	84,818	131,777
Rating Services	158,526		91,828	132,967	212,232
Depreciation & Amortization	928,081		511,528	841,189	1,113,942
Interest	633,321		1,782	234,669	987,935
Utility Costs	180,214		125,404	162,616	237,175
Corporate Allocation Charges	153,539		0	86,253	215,700
Employment					
Fulltime	64		49	58	70
Parttime	5		1	2	6

Table 72
Independent Stations
Revenue Size $2 - 5 Million

36 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	5,843	0.2	0	0	0
Nat'l/Reg'l Advertising	1,919,694	51.8	1,447,467	1,897,328	2,516,682
Local Advertising	1,781,625	48.1	1,473,918	1,753,759	2,153,515
Total Time Sales	**3,707,162**	**100.0**	**2,945,238**	**3,516,699**	**4,754,804**
Agency & Rep Commissions	640,725		430,047	608,297	872,796
Other Revenue	185,605		25,980	94,741	139,313
Total Net Revenue	**3,252,043**		**2,594,001**	**3,215,400**	**4,053,852**
Departmental Expenses					
Engineering	359,061	8.0	227,142	300,781	504,350
Program & Production	1,349,494	30.0	690,296	1,411,458	1,823,648
News	47,438	1.1	0	0	7,587
Sales	570,068	12.7	433,541	582,226	700,770
Advertising & Promotion	250,103	5.6	98,145	211,752	363,708
General & Administrative	1,919,028	42.7	1,018,572	1,647,887	2,447,871
Total Expenses	**4,488,526**	**100.0**	**3,314,259**	**4,217,062**	**5,415,521**
Pre-Tax Profit	**(1,236,482)**		**(2,064,205)**	**(906,521)**	**61,005**
Selected Revenue Items -					
Total Political Advertising	7,197		0	0	2,396
Total Trade-Outs & Barter	273,331		107,677	192,237	400,837
Selected Expense Items -					
Total Salaries	909,236		711,582	935,411	1,032,621
Cost of Broadcast Rights	1,206,797		606,497	1,240,564	1,629,562
Music License Fees	35,134		21,623	30,601	44,497
Rating Services	78,050		47,368	74,217	101,856
Depreciation & Amortization	545,002		282,820	437,718	838,512
Interest	617,332		214,931	428,718	775,000
Utility Costs	120,518		88,387	122,055	150,000
Corporate Allocation Charges	80,237		0	0	101,883
Employment					
Fulltime	41		35	39	45
Parttime	4		1	2	4

Table 73
Independent Stations
Revenue Size Under $2 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	37,718	3.1	0	0	2,000
Nat'l/Reg'l Advertising	480,677	39.2	160,778	496,100	741,496
Local Advertising	709,188	57.8	277,623	705,000	949,083
Total Time Sales	**1,227,584**	**100.0**	**789,798**	**1,196,273**	**1,680,882**
Agency & Rep Commissions	149,834		74,064	111,341	209,690
Other Revenue	83,662		29,275	56,768	102,566
Total Net Revenue	**1,137,244**		**633,019**	**1,121,539**	**1,543,692**
Departmental Expenses					
Engineering	236,696	11.4	165,948	216,961	291,047
Program & Production	542,007	26.2	235,642	358,478	781,544
News	20,147	1.0	0	0	29,700
Sales	225,773	10.9	129,782	203,291	324,252
Advertising & Promotion	131,201	6.3	18,258	102,144	188,857
General & Administrative	913,340	44.1	630,459	825,154	1,052,995
Total Expenses	**1,951,967**	**100.0**	**1,413,972**	**1,698,834**	**2,379,506**
Pre-Tax Profit	**(814,723)**		**(1,125,609)**	**(658,189)**	**(22,450)**
Selected Revenue Items -					
Total Political Advertising	423		0	0	450
Total Trade-Outs & Barter	143,376		79,961	115,189	213,097
Selected Expense Items -					
Total Salaries	536,659		403,417	484,756	670,559
Cost of Broadcast Rights	434,425		217,047	287,501	702,390
Music License Fees	51,889		5,543	10,188	22,337
Rating Services	20,804		7,515	17,139	33,170
Depreciation & Amortization	307,430		177,394	261,974	410,549
Interest	194,796		37,229	107,361	233,768
Utility Costs	91,762		45,042	81,600	139,496
Corporate Allocation Charges	60,180		0	50,256	81,119
Employment					
Fulltime	30		25	30	36
Parttime	3		0	2	4

Table 74
UHF Stations
Nationwide

203 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	176,341	2.5	0	45,516	318,326
Nat'l/Reg'l Advertising	3,549,173	51.2	1,022,452	2,181,458	3,801,434
Local Advertising	3,202,555	46.2	1,282,032	2,235,306	3,688,764
Total Time Sales	**6,928,069**	**100.0**	**2,512,772**	**4,781,579**	**7,771,740**
Agency & Rep Commissions	1,245,820		343,715	748,131	1,387,927
Other Revenue	188,373		44,188	87,039	181,419
Total Net Revenue	**5,848,255**		**2,219,104**	**4,109,729**	**6,597,742**
Departmental Expenses					
Engineering	500,405	8.6	249,960	402,260	597,459
Program & Production	2,060,142	35.5	439,485	947,682	1,903,828
News	322,640	5.6	0	124,536	538,386
Sales	648,005	11.2	336,743	548,970	813,832
Advertising & Promotion	311,155	5.4	84,083	176,571	394,873
General & Administrative	1,955,991	33.7	956,313	1,592,594	2,355,770
Total Expenses	**5,731,226**	**100.0**	**2,564,906**	**4,187,775**	**7,357,398**
Pre-Tax Profit	**131,817**		**(916,448)**	**2,145**	**924,376**
Selected Revenue Items -					
Total Political Advertising	21,180		0	3,080	15,363
Total Trade-Outs & Barter	274,162		83,792	164,013	358,350
Selected Expense Items -					
Total Salaries	1,410,895		726,973	1,181,250	1,771,756
Cost of Broadcast Rights	1,549,290		172,382	452,995	1,525,184
Music License Fees	79,688		24,797	54,093	93,042
Rating Services	102,250		36,767	73,460	113,239
Depreciation & Amortization	699,641		267,826	458,543	845,000
Interest	411,703		584	149,435	512,365
Utility Costs	146,862		92,499	134,634	179,308
Corporate Allocation Charges	139,224		0	45,400	174,000
Employment					
Fulltime	58		36	51	70
Parttime	5		2	4	8

Table 75
UHF Stations
ADI Markets 1 - 10

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	4,155	0.1	0	0	0
Nat'l/Reg'l Advertising	9,960,427	54.7	2,563,500	8,154,632	18,148,578
Local Advertising	8,244,912	45.3	2,554,150	5,951,242	11,146,108
Total Time Sales	**18,209,494**	**100.0**	**5,136,662**	**13,633,062**	**32,413,128**
Agency & Rep Commissions	3,592,545		871,521	2,283,206	5,878,480
Other Revenue	378,261		78,508	169,278	519,219
Total Net Revenue	**14,995,212**		**4,446,112**	**10,995,380**	**25,432,322**
Departmental Expenses					
Engineering	1,018,588	7.4	544,210	741,988	1,621,685
Program & Production	6,840,420	49.8	720,701	7,052,925	10,000,640
News	375,800	2.7	5,000	111,084	570,627
Sales	1,317,355	9.6	639,394	1,309,497	1,631,980
Advertising & Promotion	792,691	5.8	189,375	874,089	1,125,244
General & Administrative	3,396,598	24.7	1,599,714	2,933,793	4,727,716
Total Expenses	**13,592,953**	**100.0**	**7,599,718**	**12,979,814**	**18,907,080**
Pre-Tax Profit	**1,402,258**		**(3,189,070)**	**933,299**	**6,406,379**
Selected Revenue Items -					
Total Political Advertising	75,341		0	9,970	45,190
Total Trade-Outs & Barter	471,942		182,993	445,454	692,447
Selected Expense Items -					
Total Salaries	2,500,231		1,191,169	2,510,862	3,373,171
Cost of Broadcast Rights	6,047,243		911,967	6,880,634	9,067,284
Music License Fees	188,319		68,302	124,461	230,266
Rating Services	338,752		11,495	302,261	459,760
Depreciation & Amortization	1,386,280		580,058	750,661	2,436,607
Interest	321,530		0	152,622	341,029
Utility Costs	233,047		156,802	240,134	307,379
Corporate Allocation Charges	277,721		0	102,800	527,595
Employment					
Fulltime	81		43	76	114
Parttime	6		2	4	10

Table 76
UHF Stations
ADI Markets 11 - 25

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	24,650	0.2	0	0	0
Nat'l/Reg'l Advertising	6,160,380	54.2	2,474,476	4,147,247	10,457,247
Local Advertising	5,284,600	45.6	2,724,473	4,835,497	7,516,660
Total Time Sales	**11,369,631**	**100.0**	**4,820,924**	**10,616,107**	**18,724,616**
Agency & Rep Commissions	2,313,605		925,877	1,580,375	3,264,203
Other Revenue	405,553		95,909	162,506	427,040
Total Net Revenue	**9,449,179**		**4,465,191**	**8,874,114**	**14,417,902**
Departmental Expenses					
Engineering	762,056	7.8	422,682	736,493	1,041,738
Program & Production	4,456,396	45.4	1,795,510	4,170,114	6,055,218
News	305,894	3.1	0	47,525	629,525
Sales	968,795	9.9	578,659	1,045,259	1,259,223
Advertising & Promotion	757,244	7.7	317,368	837,014	1,111,981
General & Administrative	2,557,952	26.1	1,813,254	2,252,988	3,481,367
Total Expenses	**9,762,207**	**100.0**	**8,085,313**	**9,529,614**	**12,056,849**
Pre-Tax Profit	**(313,027)**		**(2,631,831)**	**21,457**	**1,696,739**
Selected Revenue Items -					
Total Political Advertising	21,123		0	29	7,537
Total Trade-Outs & Barter	537,184		175,748	410,382	690,766
Selected Expense Items -					
Total Salaries	1,955,970		1,265,580	1,838,789	2,462,446
Cost of Broadcast Rights	3,982,240		1,476,029	3,611,033	5,819,505
Music License Fees	122,351		27,081	77,637	238,204
Rating Services	135,475		78,198	145,592	180,429
Depreciation & Amortization	643,249		378,142	519,146	989,489
Interest	417,558		0	162,669	592,888
Utility Costs	198,349		153,026	197,478	236,728
Corporate Allocation Charges	83,473		0	0	161,536
Employment					
Fulltime	70		54	63	79
Parttime	7		1	4	7

Table 77
UHF Stations
ADI Markets 26 - 50

40 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	212,144	3.0	0	0	375,100
Nat'l/Reg'l Advertising	3,774,112	52.6	1,827,497	3,050,084	3,816,106
Local Advertising	3,190,282	44.5	1,735,986	2,697,327	3,326,868
Total Time Sales	**7,176,540**	**100.0**	**3,931,897**	**5,801,066**	**7,859,368**
Agency & Rep Commissions	1,290,029		644,659	1,088,067	1,546,952
Other Revenue	154,358		39,500	93,291	163,656
Total Net Revenue	**6,040,869**		**3,340,532**	**4,787,689**	**6,805,061**
Departmental Expenses					
Engineering	474,915	7.9	237,727	415,933	592,409
Program & Production	2,171,285	36.1	971,755	1,718,705	2,379,158
News	206,759	3.4	0	0	137,339
Sales	648,971	10.8	419,294	666,318	868,193
Advertising & Promotion	329,216	5.5	177,831	242,290	464,050
General & Administrative	2,182,813	36.3	994,978	1,778,283	2,884,992
Total Expenses	**6,013,961**	**100.0**	**3,928,466**	**5,083,175**	**7,571,511**
Pre-Tax Profit	**26,907**		**(1,398,353)**	**(218,466)**	**1,312,210**
Selected Revenue Items -					
Total Political Advertising	13,326		0	4,375	16,514
Total Trade-Outs & Barter	336,051		119,243	252,909	460,926
Selected Expense Items -					
Total Salaries	1,282,564		768,354	1,047,510	1,588,150
Cost of Broadcast Rights	1,675,367		556,382	1,370,885	1,942,077
Music License Fees	85,400		38,274	70,800	103,857
Rating Services	105,274		86,172	106,059	127,945
Depreciation & Amortization	790,067		323,800	606,276	1,146,358
Interest	650,563		25,631	352,705	775,000
Utility Costs	150,343		110,545	142,734	167,303
Corporate Allocation Charges	94,321		0	73,900	173,125
Employment					
Fulltime	52		36	46	59
Parttime	3		1	2	4

Table 78
UHF Stations
ADI Markets 51 - 75

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	208,638	3.7	0	11,817	353,224
Nat'l/Reg'l Advertising	2,959,043	52.0	1,693,437	2,682,511	3,541,281
Local Advertising	2,527,764	44.4	1,697,142	2,030,271	3,347,596
Total Time Sales	**5,695,447**	**100.0**	**3,461,079**	**5,206,501**	**6,725,190**
Agency & Rep Commissions	946,582		457,610	896,638	1,219,549
Other Revenue	167,340		28,809	73,935	116,660
Total Net Revenue	**4,761,390**		**2,309,896**	**4,289,225**	**5,650,256**
Departmental Expenses					
Engineering	426,493	8.8	302,028	445,077	587,793
Program & Production	1,250,869	25.7	726,428	1,363,778	1,655,504
News	400,176	8.2	0	188,000	657,597
Sales	640,810	13.2	382,750	586,093	723,707
Advertising & Promotion	214,388	4.4	106,000	208,000	332,533
General & Administrative	1,932,117	39.7	1,069,000	1,599,186	2,410,958
Total Expenses	**4,724,147**	**100.0**	**3,363,674**	**4,418,183**	**6,203,378**
Pre-Tax Profit	**37,243**		**(1,211,633)**	**(11,900)**	**1,152,670**
Selected Revenue Items -					
Total Political Advertising	22,790		0	2,883	19,331
Total Trade-Outs & Barter	327,664		101,382	156,850	369,512
Selected Expense Items -					
Total Salaries	1,352,281		640,657	1,116,436	1,930,688
Cost of Broadcast Rights	759,870		202,046	450,000	1,256,282
Music License Fees	63,287		28,010	52,760	93,557
Rating Services	76,813		57,526	82,747	102,595
Depreciation & Amortization	794,187		346,009	458,543	846,765
Interest	403,795		49,222	199,242	574,729
Utility Costs	143,172		93,328	134,495	198,232
Corporate Allocation Charges	202,480		0	59,319	255,000
Employment					
Fulltime	56		37	46	81
Parttime	5		1	3	9

Table 79
UHF Stations
ADI Markets 76 - 100

35 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	256,614	5.6	1,435	246,875	443,514
Nat'l/Reg'l Advertising	2,069,648	45.0	717,064	2,008,161	2,659,067
Local Advertising	2,271,193	49.4	1,171,452	2,164,075	3,030,954
Total Time Sales	**4,597,456**	**100.0**	**1,965,975**	**4,448,876**	**6,475,133**
Agency & Rep Commissions	751,538		268,286	717,221	992,300
Other Revenue	138,371		42,851	75,057	198,611
Total Net Revenue	**4,012,860**		**1,788,860**	**3,792,857**	**5,676,410**
Departmental Expenses					
Engineering	410,226	10.8	216,227	381,428	540,670
Program & Production	873,856	23.1	509,559	815,871	1,157,058
News	428,402	11.3	1,620	366,558	667,195
Sales	494,066	13.1	313,787	508,284	649,244
Advertising & Promotion	168,975	4.5	83,778	132,791	290,368
General & Administrative	1,405,554	37.2	896,045	1,320,191	2,019,749
Total Expenses	**3,781,081**	**100.0**	**2,756,518**	**3,648,018**	**4,773,045**
Pre-Tax Profit	**231,778**		**(413,327)**	**345,014**	**949,105**
Selected Revenue Items -					
Total Political Advertising	26,832		689	5,000	26,870
Total Trade-Outs & Barter	152,024		55,078	131,550	212,588
Selected Expense Items -					
Total Salaries	1,317,636		752,543	1,233,889	1,639,240
Cost of Broadcast Rights	449,158		171,019	372,699	672,749
Music License Fees	60,829		23,288	57,491	88,242
Rating Services	64,700		43,312	73,607	86,471
Depreciation & Amortization	492,088		249,286	401,405	684,820
Interest	291,981		0	75,631	415,354
Utility Costs	126,303		87,840	123,067	157,401
Corporate Allocation Charges	187,009		0	84,000	237,811
Employment					
Fulltime	57		40	54	69
Parttime	6		3	5	10

Table 80
UHF Stations
ADI Markets 101 -125

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	242,794	6.0	103,934	225,060	416,198
Nat'l/Reg'l Advertising	1,785,360	44.4	728,016	1,563,751	2,493,239
Local Advertising	1,994,871	49.6	935,267	1,608,610	2,984,045
Total Time Sales	**4,023,023**	**100.0**	**1,890,055**	**3,237,422**	**6,357,764**
Agency & Rep Commissions	598,363		291,327	464,782	1,043,931
Other Revenue	119,206		49,052	76,869	156,676
Total Net Revenue	**3,544,212**		**1,682,337**	**2,769,113**	**5,472,417**
Departmental Expenses					
Engineering	358,202	9.1	231,276	320,090	392,605
Program & Production	699,049	17.7	429,857	633,749	889,542
News	358,511	9.1	17,453	338,682	557,404
Sales	473,454	12.0	301,289	422,183	645,086
Advertising & Promotion	131,495	3.3	78,085	113,285	184,526
General & Administrative	1,933,362	48.9	974,819	1,306,784	2,165,839
Total Expenses	**3,825,134**	**100.0**	**2,111,382**	**3,394,344**	**4,504,672**
Pre-Tax Profit	**(253,595)**		**(875,014)**	**(185,053)**	**375,929**
Selected Revenue Items -					
Total Political Advertising	7,284		0	2,860	7,097
Total Trade-Outs & Barter	133,955		69,329	137,442	165,424
Selected Expense Items -					
Total Salaries	1,166,683		609,134	1,027,104	1,517,320
Cost of Broadcast Rights	321,959		204,080	272,943	384,997
Music License Fees	46,609		24,178	41,451	63,592
Rating Services	47,349		31,914	39,334	60,130
Depreciation & Amortization	705,401		243,912	397,597	829,650
Interest	435,320		19,279	123,239	362,571
Utility Costs	116,931		74,419	97,049	139,296
Corporate Allocation Charges	157,609		0	45,400	110,000
Employment					
Fulltime	56		33	55	67
Parttime	5		2	4	8

Table 81
UHF Stations
ADI Markets 126 +

33 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	169,906	6.2	73,395	137,588	208,180
Nat'l/Reg'l Advertising	1,170,934	42.9	524,842	887,710	1,779,431
Local Advertising	1,391,572	50.9	774,492	1,212,093	2,047,334
Total Time Sales	**2,732,413**	**100.0**	**1,570,574**	**2,204,680**	**3,677,629**
Agency & Rep Commissions	369,661		166,225	257,197	516,520
Other Revenue	101,053		37,498	55,978	89,077
Total Net Revenue	**2,463,805**		**1,426,884**	**1,969,594**	**3,244,762**
Departmental Expenses					
Engineering	310,284	12.8	208,597	265,255	424,207
Program & Production	413,596	17.1	263,516	389,456	514,754
News	239,845	9.9	66,031	194,551	435,292
Sales	342,849	14.1	222,731	328,889	479,321
Advertising & Promotion	74,181	3.1	24,535	66,257	120,902
General & Administrative	1,044,680	43.1	561,637	958,422	1,273,115
Total Expenses	**2,425,498**	**100.0**	**1,501,583**	**2,198,230**	**3,378,532**
Pre-Tax Profit	**38,307**		**(573,411)**	**(7,491)**	**380,335**
Selected Revenue Items -					
Total Political Advertising	6,395		0	2,090	10,322
Total Trade-Outs & Barter	94,140		31,577	65,000	143,480
Selected Expense Items -					
Total Salaries	882,767		538,027	778,470	1,337,181
Cost of Broadcast Rights	162,845		74,119	132,453	231,269
Music License Fees	36,361		17,250	23,450	41,693
Rating Services	35,524		26,351	36,551	44,309
Depreciation & Amortization	346,821		187,501	267,042	502,652
Interest	280,667		0	120,571	493,366
Utility Costs	104,628		68,229	103,019	135,878
Corporate Allocation Charges	38,865		0	0	52,449
Employment					
Fulltime	43		31	37	53
Parttime	5		2	5	8

Table 82
UHF Stations
Revenue Size Over $15 Million

14 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	90,102	0.3	0	0	690
Nat'l/Reg'l Advertising	17,133,638	58.4	12,059,888	16,858,024	21,389,660
Local Advertising	12,100,405	41.3	7,480,424	9,695,044	16,661,169
Total Time Sales	**29,324,144**	**100.0**	**19,202,624**	**29,491,848**	**35,513,416**
Agency & Rep Commissions	5,490,710		3,481,625	4,723,851	6,062,150
Other Revenue	367,520		88,250	176,643	624,547
Total Net Revenue	**24,200,954**		**16,020,352**	**21,788,140**	**29,725,480**
Departmental Expenses					
Engineering	1,334,731	7.0	906,294	1,284,341	1,747,888
Program & Production	10,510,127	55.3	7,551,826	9,739,262	12,868,930
News	817,032	4.3	71,618	566,975	1,451,376
Sales	1,680,555	8.8	1,290,311	1,439,747	1,888,545
Advertising & Promotion	1,145,541	6.0	896,495	1,138,635	1,589,767
General & Administrative	3,515,847	18.5	1,981,610	2,709,758	4,659,777
Total Expenses	**19,005,978**	**100.0**	**14,889,802**	**18,493,758**	**20,060,000**
Pre-Tax Profit	**5,194,977**		**1,280,256**	**4,822,946**	**9,400,794**
Selected Revenue Items -					
Total Political Advertising	24,668		8,015	20,000	40,675
Total Trade-Outs & Barter	803,674		386,118	720,531	930,175
Selected Expense Items -					
Total Salaries	3,590,113		2,940,245	3,352,704	4,589,988
Cost of Broadcast Rights	8,446,918		5,743,022	8,379,482	10,697,488
Music License Fees	281,879		217,755	253,611	328,933
Rating Services	392,222		154,893	267,948	749,002
Depreciation & Amortization	1,371,530		704,354	796,578	2,136,785
Interest	67,092		0	0	39,000
Utility Costs	280,545		229,702	271,044	332,046
Corporate Allocation Charges	308,462		0	156,345	481,379
Employment					
Fulltime	110		82	105	124
Parttime	9		4	7	14

Table 83
UHF Stations
Revenue Size $10 - 15 Million

13 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	163,275	1.1	0	0	162,166
Nat'l/Reg'l Advertising	8,043,839	54.3	7,051,035	8,155,339	9,142,800
Local Advertising	6,603,978	44.6	4,611,320	5,248,050	7,663,806
Total Time Sales	**14,811,093**	**100.0**	**12,838,556**	**14,005,212**	**16,290,110**
Agency & Rep Commissions	3,066,180		2,132,918	2,605,838	2,920,386
ther Revenue	570,350		141,817	275,748	722,218
Total Net Revenue	**12,315,263**		**10,995,380**	**12,224,000**	**13,613,260**
Departmental Expenses					
Engineering	818,270	8.2	569,177	685,267	1,089,698
Program & Production	4,104,024	41.1	1,528,710	3,115,542	6,622,314
News	552,078	5.5	20,861	100,169	1,085,168
Sales	1,193,084	12.0	880,027	1,118,752	1,284,346
Advertising & Promotion	536,650	5.4	304,297	419,579	845,850
General & Administrative	2,775,139	27.8	1,943,370	2,186,416	3,443,157
Total Expenses	**9,979,248**	**100.0**	**7,764,296**	**9,736,410**	**11,041,330**
Pre-Tax Profit	**2,336,015**		**1,446,521**	**3,207,799**	**4,141,357**
Selected Revenue Items -					
Total Political Advertising	60,591		4,556	9,062	127,583
Total Trade-Outs & Barter	628,401		201,015	366,618	1,067,457
Selected Expense Items -					
Total Salaries	2,405,363		1,749,379	2,213,564	2,864,497
Cost of Broadcast Rights	3,159,669		508,384	2,366,095	5,458,230
Music License Fees	115,802		74,450	125,595	142,645
Rating Services	185,274		80,877	149,600	269,365
Depreciation & Amortization	1,017,360		522,793	729,787	1,242,332
Interest	319,727		0	148,329	233,502
Utility Costs	184,195		146,236	180,350	238,495
Corporate Allocation Charges	244,480		0	169,005	282,000
Employment					
Fulltime	81		60	70	93
Parttime	8		2	5	12

Table 84
UHF Stations
Revenue Size $5 - 10 Million

55 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	275,670	3.5	0	330,000	456,900
Nat'l/Reg'l Advertising	3,833,074	48.6	2,820,016	3,683,584	4,770,635
Local Advertising	3,778,043	47.9	2,907,455	3,443,269	4,288,984
Total Time Sales	**7,886,788**	**100.0**	**6,557,054**	**7,397,505**	**9,363,299**
Agency & Rep Commissions	1,396,194		1,089,566	1,303,592	1,558,378
Other Revenue	210,761		77,485	124,434	317,554
Total Net Revenue	**6,714,966**		**5,586,377**	**6,312,139**	**7,870,514**
Departmental Expenses					
Engineering	603,123	8.6	432,689	530,669	629,519
Program & Production	2,161,221	30.7	941,805	1,600,315	2,350,281
News	464,464	6.6	0	514,019	818,410
Sales	760,192	10.8	545,000	671,629	917,651
Advertising & Promotion	378,827	5.4	165,518	261,606	524,419
General & Administrative	2,674,584	38.0	1,586,003	2,087,119	3,334,519
Total Expenses	**6,987,868**	**100.0**	**4,773,045**	**6,346,720**	**9,145,774**
Pre-Tax Profit	**(272,901)**		**(2,082,144)**	**527,695**	**1,267,560**
Selected Revenue Items -					
Total Political Advertising	41,687		1,200	10,355	30,339
Total Trade-Outs & Barter	256,640		84,863	165,623	405,786
Selected Expense Items -					
Total Salaries	1,736,799		1,366,685	1,684,181	2,018,719
Cost of Broadcast Rights	1,506,266		314,503	690,057	1,622,963
Music License Fees	97,413		60,948	83,914	111,717
Rating Services	110,029		77,128	92,829	128,308
Depreciation & Amortization	1,026,235		427,742	727,154	1,147,310
Interest	573,408		0	113,630	888,440
Utility Costs	188,069		134,715	171,989	241,186
Corporate Allocation Charges	200,686		0	128,072	245,852
Employment					
Fulltime	70		54	68	82
Parttime	6		2	5	10

Table 85
UHF Stations
Revenue Size $4 - 5 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	331,119	6.4	0	296,444	443,514
Nat'l/Reg'l Advertising	2,425,973	47.0	1,878,834	2,353,568	2,995,556
Local Advertising	2,405,102	46.6	2,021,990	2,415,997	2,756,342
Total Time Sales	**5,162,195**	**100.0**	**4,785,593**	**5,111,220**	**5,284,749**
Agency & Rep Commissions	917,005		689,243	788,782	992,421
Other Revenue	122,103		36,783	66,477	107,831
Total Net Revenue	**4,367,293**		**4,172,830**	**4,313,446**	**4,590,732**
Departmental Expenses					
Engineering	385,410	9.3	254,247	374,164	433,602
Program & Production	1,175,242	28.4	600,397	803,907	1,655,504
News	282,802	6.8	0	194,316	636,349
Sales	502,856	12.2	350,134	431,980	644,340
Advertising & Promotion	217,062	5.3	83,778	210,008	335,246
General & Administrative	1,567,725	37.9	1,052,120	1,526,622	1,734,770
Total Expenses	**4,132,404**	**100.0**	**3,335,198**	**4,034,230**	**4,511,008**
Pre-Tax Profit	**234,888**		**(107,844)**	**406,607**	**951,060**
Selected Revenue Items -					
Total Political Advertising	16,285		1,350	7,590	20,580
Total Trade-Outs & Barter	243,287		119,288	173,752	396,793
Selected Expense Items -					
Total Salaries	1,194,643		978,911	1,121,581	1,484,449
Cost of Broadcast Rights	725,175		228,408	381,006	1,139,316
Music License Fees	64,456		44,023	67,840	76,017
Rating Services	76,370		51,315	84,581	99,247
Depreciation & Amortization	460,537		247,825	343,903	588,506
Interest	427,105		1,258	290,810	647,388
Utility Costs	131,247		102,573	133,656	160,017
Corporate Allocation Charges	175,187		0	78,053	253,452
Employment					
Fulltime	55		43	49	62
Parttime	4		1	4	5

Table 86
UHF Stations
Revenue Size $3 - 4 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	161,355	4.1	0	160,638	285,245
Nat'l/Reg'l Advertising	1,801,621	45.9	1,262,364	1,845,123	2,220,356
Local Advertising	1,962,694	50.0	1,672,289	2,025,234	2,258,562
Total Time Sales	**3,925,670**	**100.0**	**3,521,320**	**3,916,014**	**4,358,705**
Agency & Rep Commissions	612,184		451,613	601,920	743,230
Other Revenue	149,022		49,324	89,000	155,837
Total Net Revenue	**3,462,508**		**3,153,385**	**3,455,859**	**3,753,512**
Departmental Expenses					
Engineering	392,135	9.9	243,486	341,186	538,436
Program & Production	865,698	21.9	456,803	716,174	1,079,483
News	237,903	6.0	0	255,245	451,309
Sales	502,208	12.7	406,801	507,576	618,100
Advertising & Promotion	189,522	4.8	80,000	134,738	216,740
General & Administrative	1,770,556	44.7	965,020	1,479,234	2,473,070
Total Expenses	**3,968,439**	**100.0**	**3,143,482**	**3,739,000**	**4,191,030**
Pre-Tax Profit	**(505,931)**		**(897,883)**	**(260,930)**	**414,051**
Selected Revenue Items -					
Total Political Advertising	5,084		0	2,540	3,901
Total Trade-Outs & Barter	222,381		80,948	177,313	343,732
Selected Expense Items -					
Total Salaries	1,072,868		796,051	1,082,651	1,372,964
Cost of Broadcast Rights	655,726		214,710	287,516	1,096,624
Music License Fees	44,536		27,716	43,146	60,112
Rating Services	73,501		41,292	54,659	98,335
Depreciation & Amortization	519,629		221,689	398,106	768,586
Interest	506,907		143,400	228,882	821,754
Utility Costs	121,572		87,324	125,622	154,576
Corporate Allocation Charges	43,854		0	1,000	47,778
Employment					
Fulltime	49		39	49	60
Parttime	5		1	5	8

Table 87
UHF Stations
Revenue Size $2 - 3 Million

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	66,426	2.4	0	12,706	128,787
Nat'l/Reg'l Advertising	1,235,529	44.5	843,797	1,296,670	1,660,859
Local Advertising	1,474,491	53.1	1,247,491	1,512,979	1,655,411
Total Time Sales	**2,776,444**	**100.0**	**2,456,700**	**2,800,436**	**3,222,369**
Agency & Rep Commissions	460,476		335,246	435,704	521,204
Other Revenue	151,969		24,555	53,518	107,120
Total Net Revenue	**2,467,936**		**2,161,485**	**2,490,728**	**2,741,990**
Departmental Expenses					
Engineering	335,080	9.5	221,744	284,027	404,869
Program & Production	971,650	27.5	391,581	666,716	1,692,502
News	145,889	4.1	0	68,330	247,164
Sales	498,155	14.1	297,387	482,357	666,550
Advertising & Promotion	156,528	4.4	42,542	92,846	183,535
General & Administrative	1,425,808	40.4	808,222	1,083,684	1,842,137
Total Expenses	**3,513,186**	**100.0**	**2,298,143**	**3,394,344**	**4,168,784**
Pre-Tax Profit	**(1,060,974)**		**(1,475,049)**	**(864,237)**	**61,541**
Selected Revenue Items -					
Total Political Advertising	4,527		0	0	2,208
Total Trade-Outs & Barter	165,696		85,586	143,401	209,831
Selected Expense Items -					
Total Salaries	878,433		714,721	802,164	972,703
Cost of Broadcast Rights	656,580		117,877	404,915	1,240,564
Music License Fees	28,055		19,665	27,646	36,885
Rating Services	56,420		34,750	45,787	80,717
Depreciation & Amortization	496,802		231,362	371,751	716,443
Interest	508,621		97,937	371,846	627,776
Utility Costs	102,670		72,236	93,431	126,201
Corporate Allocation Charge	6,262		0	0	47,700
Employment					
Fulltime	43		35	39	53
Parttime	4		2	3	5

Table 88
UHF Stations
Revenue Size Under $2 Million

43 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	72,687	5.3	0	38,500	125,390
Nat'l/Reg'l Advertising	512,024	37.2	288,531	465,626	757,760
Local Advertising	792,716	57.6	543,443	774,492	1,008,128
Total Time Sales	**1,377,427**	**100.0**	**960,972**	**1,355,664**	**1,839,938**
Agency & Rep Commissions	174,231		86,359	164,193	211,675
Other Revenue	67,107		23,131	53,845	79,000
Total Net Revenue	**1,254,282**		**904,800**	**1,241,050**	**1,624,584**
Departmental Expenses					
Engineering	218,831	11.5	160,530	216,227	275,970
Program & Production	396,100	20.7	20,155	277,228	431,797
News	80,882	4.2	0	28,600	155,605
Sales	244,367	12.8	147,982	223,107	326,337
Advertising & Promotion	97,067	5.1	17,500	66,257	121,738
General & Administrative	871,912	45.7	510,488	779,986	1,073,290
Total Expenses	**1,851,192**	**100.0**	**1,292,474**	**1,610,516**	**2,116,066**
Pre-Tax Profit	**(596,910)**		**(943,466)**	**(413,327)**	**583**
Selected Revenue Items -					
Total Political Advertising	3,249		0	0	1,835
Total Trade-Outs & Barter	112,396		46,810	97,916	161,258
Selected Expense Items -					
Total Salaries	578,110		435,482	518,269	660,191
Cost of Broadcast Rights	257,399		74,779	172,446	293,125
Music License Fees	37,390		9,614	15,698	23,450
Rating Services	26,496		14,558	26,351	37,508
Depreciation & Amortization	295,998		117,000	256,123	419,458
Interest	218,688		6,375	95,129	375,925
Utility Costs	91,004		53,943	89,051	132,658
Corporate Allocation Charges	55,274		0	0	77,238
Employment					
Fulltime	32		26	31	36
Parttime	3		1	2	4

Table 89
UHF Affiliate Stations
Nationwide

102 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	331,467	6.3	135,624	291,456	429,153
Nat'l/Reg'l Advertising	2,496,119	47.1	1,006,653	1,912,882	2,995,545
Local Advertising	2,473,788	46.7	1,270,254	2,123,045	3,236,607
Total Time Sales	**5,301,374**	**100.0**	**2,550,274**	**4,607,595**	**6,673,042**
Agency & Rep Commissions	851,922		355,579	697,578	1,103,104
Other Revenue	130,787		44,188	76,279	137,465
Total Net Revenue	**4,590,131**		**2,323,089**	**3,898,543**	**5,716,658**
Departmental Expenses					
Engineering	427,533	10.2	253,561	385,071	577,065
Program & Production	862,957	20.7	399,140	673,492	1,041,729
News	504,010	12.1	178,565	426,581	661,971
Sales	518,255	12.4	332,173	457,718	643,791
Advertising & Promotion	164,394	3.9	56,453	125,004	206,411
General & Administrative	1,694,415	40.6	913,816	1,326,315	2,128,507
Total Expenses	**4,171,587**	**100.0**	**2,392,633**	**3,613,883**	**4,846,756**
Pre-Tax Profit	**435,663**		**(373,755)**	**341,399**	**950,082**
Selected Revenue Items -					
Total Political Advertising	21,371		1,197	6,074	24,003
Total Trade-Outs & Barter	154,930		54,795	118,026	182,841
Selected Expense Items -					
Total Salaries	1,402,004		799,582	1,363,808	1,697,903
Cost of Broadcast Rights	428,555		117,877	266,365	462,815
Music License Fees	70,080		26,383	56,272	90,160
Rating Services	66,480		36,764	53,086	90,938
Depreciation & Amortization	658,757		248,694	423,842	760,842
Interest	349,624		0	83,669	463,570
Utility Costs	137,510		91,286	126,555	167,417
Corporate Allocation Charges	133,350		0	40,950	178,401
Employment					
Fulltime	61		39	60	75
Parttime	6		3	6	9

Table 90
UHF Affiliate Stations
ADI Markets 1 - 50

14 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	557,687	5.9	288,133	413,558	573,502
Nat'l/Reg'l Advertising	4,975,562	53.1	1,793,637	3,118,385	4,191,687
Local Advertising	3,843,742	41.0	2,189,718	2,801,309	5,264,514
Total Time Sales	**9,376,991**	**100.0**	**4,703,570**	**6,919,246**	**9,578,111**
Agency & Rep Commissions	1,727,107		656,854	1,320,234	1,961,745
Other Revenue	190,392		36,640	91,596	249,411
Total Net Revenue	**7,840,276**		**4,107,948**	**5,335,007**	**8,058,916**
Departmental Expenses					
Engineering	589,923	9.1	361,952	577,065	698,489
Program & Production	1,893,711	29.3	769,069	1,540,388	2,442,880
News	673,947	10.4	107,946	414,242	906,036
Sales	652,215	10.1	347,081	637,620	893,296
Advertising & Promotion	336,472	5.2	134,375	215,698	543,264
General & Administrative	2,311,987	35.8	1,041,697	1,778,283	2,960,763
Total Expenses	**6,458,257**	**100.0**	**3,500,287**	**5,240,690**	**8,445,363**
Pre-Tax Profit	**1,382,018**		**(600,132)**	**623,180**	**2,085,302**
Selected Revenue Items -					
Total Political Advertising	24,810		371	18,267	25,710
Total Trade-Outs & Barter	302,904		109,851	237,708	466,924
Selected Expense Items -					
Total Salaries	1,785,727		860,281	1,459,628	2,031,785
Cost of Broadcast Rights	1,314,113		422,621	980,789	1,781,872
Music License Fees	124,491		54,613	78,078	192,919
Rating Services	120,764		117,851	126,597	149,261
Depreciation & Amortization	948,210		288,818	769,292	1,625,381
Interest	372,573		238	97,223	313,338
Utility Costs	191,336		136,319	166,898	247,350
Corporate Allocation Charges	127,449		5,361	124,323	207,774
Employment					
Fulltime	70		43	66	94
Parttime	5		1	5	7

Table 91
UHF Affiliate Stations
ADI Markets 51 - 100

37 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	393,442	6.5	225,531	352,650	477,972
Nat'l/Reg'l Advertising	2,810,712	46.3	1,436,383	2,402,612	3,989,667
Local Advertising	2,870,674	47.3	1,856,074	2,740,184	3,632,078
Total Time Sales	**6,074,828**	**100.0**	**4,435,293**	**5,583,618**	**7,385,996**
Agency & Rep Commissions	978,479		692,553	869,470	1,167,933
Other Revenue	125,601		39,889	74,715	196,944
Total Net Revenue	**5,248,977**		**3,783,250**	**5,230,862**	**6,393,075**
Departmental Expenses					
Engineering	470,970	10.3	266,694	480,035	618,617
Program & Production	903,563	19.8	601,604	819,841	1,217,759
News	675,982	14.8	356,367	639,075	846,397
Sales	598,356	13.1	374,187	576,124	721,033
Advertising & Promotion	193,963	4.2	96,742	179,588	289,895
General & Administrative	1,725,079	37.8	1,040,294	1,676,458	2,140,800
Total Expenses	**4,567,915**	**100.0**	**3,273,487**	**4,405,972**	**5,277,304**
Pre-Tax Profit	**681,061**		**(131,905)**	**823,581**	**1,293,518**
Selected Revenue Items -					
Total Political Advertising	38,185		3,765	12,492	52,246
Total Trade-Outs & Barter	161,096		55,344	111,264	188,424
Selected Expense Items -					
Total Salaries	1,696,032		1,213,266	1,566,094	2,078,968
Cost of Broadcast Rights	400,029		167,471	372,699	553,474
Music License Fees	84,505		53,428	78,560	107,182
Rating Services	78,234		68,800	85,000	91,731
Depreciation & Amortization	711,993		325,912	519,186	734,978
Interest	289,741		0	34,571	284,085
Utility Costs	147,589		98,187	144,435	207,833
Corporate Allocation Charges	189,339		0	85,210	248,180
Employment					
Fulltime	70		54	68	84
Parttime	8		5	7	10

Table 92
UHF Affiliate Stations
ADI Markets 101 - 150

36 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	247,797	6.2	127,919	183,175	402,838
Nat'l/Reg'l Advertising	1,736,841	43.7	816,403	1,562,422	2,152,568
Local Advertising	1,989,185	50.1	1,104,324	1,670,726	2,704,192
Total Time Sales	**3,973,821**	**100.0**	**2,536,158**	**3,479,008**	**4,912,239**
Agency & Rep Commissions	591,621		345,101	489,453	774,379
Other Revenue	104,048		45,518	64,792	124,290
Total Net Revenue	**3,486,497**		**2,216,450**	**3,016,080**	**4,192,433**
Departmental Expenses					
Engineering	377,626	10.2	254,247	284,883	481,634
Program & Production	615,183	16.7	393,706	489,326	791,914
News	378,675	10.3	156,173	369,250	551,361
Sales	456,042	12.4	292,782	432,665	568,526
Advertising & Promotion	109,445	3.0	55,835	93,772	151,119
General & Administrative	1,747,286	47.4	976,409	1,284,220	2,124,589
Total Expenses	**3,684,316**	**100.0**	**2,059,795**	**3,394,344**	**4,147,055**
Pre-Tax Profit	**(179,949)**		**(804,120)**	**(185,053)**	**402,264**
Selected Revenue Items -					
Total Political Advertising	6,421		0	2,710	7,097
Total Trade-Outs & Barter	118,981		56,616	124,963	156,492
Selected Expense Items -					
Total Salaries	1,177,639		733,242	1,091,039	1,504,311
Cost of Broadcast Rights	255,803		134,028	238,104	324,191
Music License Fees	45,172		22,632	36,816	60,521
Rating Services	47,840		33,337	44,000	53,615
Depreciation & Amortization	640,681		247,825	397,597	824,455
Interest	451,383		5,414	228,882	529,365
Utility Costs	123,896		90,232	114,527	149,446
Corporate Allocation Charges	123,128		0	16,577	99,516
Employment					
Fulltime	56		37	55	65
Parttime	6		2	5	8

Table 93
UHF Affiliate Stations
ADI Markets 151 +

15 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	168,266	6.1	68,787	136,000	205,162
Nat'l/Reg'l Advertising	1,228,248	44.2	650,434	887,710	1,946,931
Local Advertising	1,379,224	49.7	778,590	999,210	1,954,776
Total Time Sales	**2,775,739**	**100.0**	**1,492,303**	**1,925,789**	**3,558,055**
Agency & Rep Commissions	347,627		163,597	205,028	483,263
Other Revenue	152,121		22,818	80,271	116,374
Total Net Revenue	**2,580,232**		**1,358,634**	**1,831,261**	**3,155,063**
Departmental Expenses					
Engineering	285,276	13.0	165,598	236,673	399,113
Program & Production	378,896	17.2	225,310	300,634	480,000
News	213,653	9.7	109,978	182,701	260,629
Sales	340,808	15.5	216,022	328,889	491,791
Advertising & Promotion	59,067	2.7	22,531	43,891	101,286
General & Administrative	919,014	41.8	454,603	777,634	1,134,002
Total Expenses	**2,196,717**	**100.0**	**1,292,474**	**2,184,516**	**2,367,000**
Pre-Tax Profit	**383,514**		**(178,086)**	**66,160**	**742,471**
Selected Revenue Items -					
Total Political Advertising	10,695		1,647	6,365	17,830
Total Trade-Outs & Barter	83,919		31,577	54,967	157,438
Selected Expense Items -					
Total Salaries	861,715		556,161	769,756	1,160,680
Cost of Broadcast Rights	95,072		48,896	77,059	113,617
Music License Fees	42,793		16,811	23,715	43,938
Rating Services	33,932		27,095	35,101	37,967
Depreciation & Amortization	303,013		110,760	221,689	545,540
Interest	218,515		0	51,833	399,610
Utility Costs	94,851		46,673	77,231	134,789
Corporate Allocation Charges	36,421		0	0	68,478
Employment					
Fulltime	42		31	36	48
Parttime	6		3	5	8

Table 94
UHF Affiliate Stations
Revenue Size Over $6 Million

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	531,692	4.8	371,504	445,916	674,103
Nat'l/Reg'l Advertising	5,857,172	52.7	3,625,267	4,923,662	5,624,148
Local Advertising	4,734,468	42.6	3,625,485	4,230,168	5,531,151
Total Time Sales	**11,123,334**	**100.0**	**7,595,324**	**9,363,299**	**10,791,626**
Agency & Rep Commissions	1,894,330		1,230,476	1,516,496	2,055,094
Other Revenue	223,303		79,439	132,000	353,948
Total Net Revenue	**9,500,354**		**6,620,440**	**7,925,847**	**9,383,127**
Departmental Expenses					
Engineering	651,795	8.7	486,161	586,756	741,139
Program & Production	1,761,023	23.4	1,166,582	1,553,087	1,745,679
News	1,139,580	15.1	820,739	958,640	1,369,920
Sales	859,423	11.4	593,795	837,280	905,825
Advertising & Promotion	316,579	4.2	184,400	264,674	389,752
General & Administrative	2,793,992	37.1	1,712,583	2,140,600	2,959,383
Total Expenses	**7,522,595**	**100.0**	**5,211,080**	**6,961,500**	**8,721,828**
Pre-Tax Profit	**1,977,759**		**91,635**	**1,766,662**	**2,705,757**
Selected Revenue Items -					
Total Political Advertising	62,871		24,190	30,339	87,074
Total Trade-Outs & Barter	249,950		70,757	141,531	331,612
Selected Expense Items -					
Total Salaries	2,532,169		1,875,968	2,229,193	2,986,388
Cost of Broadcast Rights	1,020,944		451,117	752,536	1,147,754
Music License Fees	132,606		78,571	105,684	155,483
Rating Services	106,583		80,924	93,899	128,671
Depreciation & Amortization	1,162,408		526,568	824,455	1,665,740
Interest	423,860		0	61,868	203,428
Utility Costs	211,313		159,749	224,029	257,095
Corporate Allocation Charges	230,317		36,000	158,483	250,057
Employment					
Fulltime	96		80	84	107
Parttime	10		6	7	12

Table 95
UHF Affiliate Stations
Revenue Size $4 - 6 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	476,296	8.3	320,820	419,094	493,815
Nat'l/Reg'l Advertising	2,565,217	44.6	2,055,238	2,402,612	3,021,973
Local Advertising	2,714,030	47.2	2,186,113	2,756,342	3,146,281
Total Time Sales	**5,755,545**	**100.0**	**5,098,484**	**5,583,618**	**6,476,867**
Agency & Rep Commissions	936,786		741,132	888,094	1,040,725
Other Revenue	169,061		48,093	71,457	206,559
Total Net Revenue	**4,987,820**		**4,384,426**	**5,100,025**	**5,644,591**
Departmental Expenses					
Engineering	504,036	11.3	390,015	526,150	618,617
Program & Production	874,939	19.6	648,167	815,871	961,950
News	506,910	11.4	377,419	549,312	666,770
Sales	519,446	11.6	384,608	510,001	623,473
Advertising & Promotion	188,810	4.2	107,574	165,518	254,067
General & Administrative	1,868,435	41.9	1,058,588	1,585,919	2,103,064
Total Expenses	**4,462,578**	**100.0**	**3,429,120**	**4,357,554**	**4,897,594**
Pre-Tax Profit	**525,241**		**373,639**	**823,581**	**1,293,518**
Selected Revenue Items -					
Total Political Advertising	17,144		3,575	12,385	21,442
Total Trade-Outs & Barter	162,669		59,735	123,258	219,127
Selected Expense Items -					
Total Salaries	1,478,905		1,363,808	1,495,994	1,677,203
Cost of Broadcast Rights	368,198		161,242	323,840	445,585
Music License Fees	87,274		62,629	75,147	106,793
Rating Services	76,167		53,085	84,247	91,247
Depreciation & Amortization	778,436		320,113	545,540	935,014
Interest	363,976		0	25,631	266,403
Utility Costs	153,766		116,421	145,313	168,184
Corporate Allocation Chares	221,839		0	177,333	342,136
Employment					
Fulltime	66		59	67	73
Parttime	6		4	5	10

Table 96
UHF Affiliate Stations
Revenue Size $2 - 4 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	204,925	5.9	125,854	182,202	276,262
Nat'l/Reg'l Advertising	1,462,471	42.2	1,092,010	1,477,502	1,850,135
Local Advertising	1,799,501	51.9	1,352,919	1,649,276	2,204,200
Total Time Sales	**3,466,895**	**100.0**	**2,774,831**	**3,493,338**	**4,111,093**
Agency & Rep Commissions	508,888		408,905	483,263	641,495
Other Revenue	86,285		42,587	74,715	105,444
Total Net Revenue	**3,044,293**		**2,472,903**	**3,122,287**	**3,694,227**
Departmental Expenses					
Engineering	348,564	11.0	257,043	284,455	401,481
Program & Production	632,662	20.0	400,909	505,961	729,901
News	307,198	9.7	177,638	315,849	444,749
Sales	456,252	14.4	336,526	455,848	532,723
Advertising & Promotion	102,034	3.2	40,983	91,031	137,143
General & Administrative	1,322,336	41.7	835,529	1,141,819	1,812,255
Total Expenses	**3,169,115**	**100.0**	**2,429,493**	**3,300,029**	**3,798,285**
Pre-Tax Profit	**(118,714)**		**(584,141)**	**(192,810)**	**461,032**
Selected Revenue Items -					
Total Political Advertising	5,574		202	2,706	5,084
Total Trade-Outs & Barter	132,740		63,292	140,604	196,608
Selected Expense Items -					
Total Salaries	1,066,617		802,164	1,047,936	1,356,033
Cost of Broadcast Rights	253,799		113,340	221,301	326,980
Music License Fees	42,341		26,440	41,557	51,088
Rating Services	52,947		34,418	45,169	54,461
Depreciation & Amortization	435,173		216,225	339,226	592,637
Interest	359,303		32,931	228,882	592,825
Utility Costs	105,867		76,445	94,724	131,598
Corporate Allocation Charges	29,582		0	0	42,950
Employment					
Fulltime	51		39	50	60
Parttime	6		3	5	8

Table 97
UHF Affiliate Stations
Revenue Size Under $2 Million

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	118,040	7.6	68,132	121,000	144,988
Nat'l/Reg'l Advertising	565,508	36.2	330,739	469,955	810,165
Local Advertising	876,718	56.2	687,795	882,000	1,017,046
Total Time Sales	**1,560,266**	**100.0**	**1,265,278**	**1,492,303**	**1,890,128**
Agency & Rep Commissions	198,702		144,628	168,854	211,329
Other Revenue	51,107		20,943	50,129	77,652
Total Net Revenue	**1,412,671**		**1,189,887**	**1,331,510**	**1,693,133**
Departmental Expenses					
Engineering	210,238	11.4	144,934	217,340	273,961
Program & Production	277,336	15.0	179,866	264,316	341,703
News	145,595	7.9	26,540	155,037	209,829
Sales	264,019	14.3	191,898	237,440	333,444
Advertising & Promotion	67,578	3.7	17,569	41,604	102,649
General & Administrative	886,067	47.9	401,177	669,064	1,156,280
Total Expenses	**1,850,837**	**100.0**	**1,203,069**	**1,610,516**	**1,146,234**
Pre-Tax Profit	**(438,165)**		**(793,472)**	**(185,053)**	**46,234**
Selected Revenue Items -					
Total Political Advertising	6,038		0	1,192	9,643
Total Trade-Outs & Barter	80,863		42,319	60,675	128,007
Selected Expense Items -					
Total Salaries	628,797		464,305	546,097	717,926
Cost of Broadcast Rights	117,117		50,115	93,173	169,548
Music License Fees	22,115		15,551	21,813	24,295
Rating Services	32,793		21,816	32,859	40,118
Depreciation & Amortization	298,593		94,594	220,069	457,061
Interest	241,977		0	102,794	484,381
Utility Costs	87,238		58,225	95,556	111,961
Corporate Allocation Charges	48,471		0	0	68,478
Employment					
Fulltime	33		27	32	36
Parttime	4		2	3	7

Table 98
UHF Independent Stations
Nationwide

101 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	18,112	0.2	0	0	0
Nat'l/Reg'l Advertising	4,623,289	53.8	1,068,196	2,731,863	5,319,589
Local Advertising	3,945,897	46.0	1,294,124	2,481,115	4,793,452
Total Time Sales	**8,587,299**	**100.0**	**2,448,189**	**5,131,526**	**10,683,107**
Agency & Rep Commissions	1,647,595		333,524	1,021,558	1,833,872
Other Revenue	247,112		43,995	105,213	227,659
Total Net Revenue	**7,118,836**		**2,116,431**	**4,265,004**	**9,073,580**
Departmental Expenses					
Engineering	574,748	7.7	246,238	432,689	736,493
Program & Production	3,281,513	44.0	723,797	1,778,889	4,442,607
News	137,607	1.8	0	0	60,730
Sales	781,726	10.5	377,000	660,654	1,053,690
Advertising & Promotion	460,881	6.2	120,186	319,854	769,987
General & Administrative	2,222,851	29.8	999,950	1,795,617	2,933,748
Total Expenses	**7,290,864**	**100.0**	**2,892,019**	**5,024,634**	**9,851,683**
Pre-Tax Profit	**(172,027)**		**(1,710,969)**	**(163,369)**	**786,280**
Selected Revenue Items -					
Total Political Advertising	20,983		0	600	7,400
Total Trade-Outs & Barter	394,624		132,887	261,818	496,630
Selected Expense Items -					
Total Salaries	1,419,968		662,546	1,040,065	1,869,213
Cost of Broadcast Rights	2,745,581		478,980	1,403,710	3,753,292
Music License Fees	89,593		22,314	45,251	110,768
Rating Services	139,126		36,491	91,324	145,592
Depreciation & Amortization	742,678		319,379	510,435	989,522
Interest	473,143		29,029	214,347	605,960
Utility Costs	156,309		95,936	147,545	204,236
Corporate Allocation Charges	144,982		0	50,000	166,242
Employment					
Fulltime	54		34	44	62
Parttime	4		1	2	5

Table 99
UHF Independent Stations
ADI Markets 1 - 10

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	4,155	0.0	0	0	0
Nat'l/Reg'l Advertising	9,960,427	54.7	2,563,500	8,154,632	18,148,578
Local Advertising	8,244,912	45.3	2,554,150	5,951,242	11,146,108
Total Time Sales	**18,209,494**	**100.0**	**5,136,662**	**13,633,062**	**32,413,128**
Agency & Rep Commissions	3,592,545		871,521	2,283,206	5,878,480
Other Revenue	378,261		78,508	169,278	519,219
Total Net Revenue	**14,995,212**		**4,446,112**	**10,995,380**	**25,432,322**
Departmental Expenses					
Engineering	1,018,588	7.4	544,210	741,988	1,621,685
Program & Production	6,840,420	49.8	720,701	7,052,925	10,000,640
News	375,800	2.7	5,000	111,084	570,627
Sales	1,317,355	9.6	639,394	1,309,497	1,631,980
Advertising & Promotion	792,691	5.8	189,375	874,089	1,125,244
General & Administrative	3,396,598	24.7	1,599,714	2,933,793	4,724,716
Total Expenses	**13,592,953**	**100.0**	**7,599,718**	**12,979,814**	**18,907,080**
Pre-Tax Profit	**1,402,258**		**(3,189,070)**	**933,299**	**6,406,379**
Selected Revenue Items -					
Total Political Advertising	75,341		0	9,970	45,190
Total Trade-Outs & Barter	471,942		182,993	445,454	692,447
Selected Expense Items -					
Total Salaries	2,500,231		1,191,169	2,510,862	3,373,171
Cost of Broadcast Rights	6,047,243		911,967	6,880,634	9,067,284
Music License Fees	188,319		68,302	124,461	230,266
Rating Services	338,752		11,495	302,261	459,760
Depreciation & Amortization	1,386,280		580,058	750,661	2,436,607
Interest	321,530		0	152,622	341,029
Utility Costs	233,047		156,802	240,134	307,379
Corporate Allocation Charges	277,721		0	102,800	527,595
Employment					
Fulltime	81		43	76	114
Parttime	6		2	4	10

Table 100
UHF Independent Stations
ADI Markets 11 - 25

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	0	0.0	0	0	0
Nat'l/Reg'l Advertising	5,847,301	54.1	2,474,476	4,147,247	9,036,711
Local Advertising	4,959,413	45.9	2,655,634	4,643,782	7,403,487
Total Time Sales	**10,806,714**	**100.0**	**4,820,924**	**9,513,821**	**17,316,780**
Agency & Rep Commissions	2,200,251		925,877	1,493,473	2,966,919
Other Revenue	426,975		95,909	198,014	558,451
Total Net Revenue	**9,021,038**		**4,465,191**	**7,974,699**	**13,227,195**
Departmental Expense					
Engineering	731,204	7.5	422,682	540,350	965,366
Program & Production	4,615,680	47.2	1,795,510	4,442,607	6,514,978
News	236,519	2.4	0	40,251	258,151
Sales	942,050	9.6	578,659	1,030,384	1,201,213
Advertising & Promotion	756,091	7.7	317,368	837,014	1,111,981
General & Administrative	2,507,241	25.6	1,773,936	2,252,988	3,481,367
Total Expenses	**9,743,929**	**100.0**	**8,085,313**	**9,521,732**	**12,056,849**
Pre-Tax Profit	**(722,890)**		**(2,631,831)**	**(117,732)**	**1,280,917**
Selected Revenue Items -					
Total Political Advertising	20,114		0	29	6,745
Total Trade-Outs & Barter	555,533		175,748	412,969	694,845
Selected Expense Items -					
Total Salaries	1,859,073		1,255,844	1,811,800	2,088,174
Cost of Broadcast Rights	4,200,279		1,476,029	3,754,793	5,819,505
Music License Fees	115,342		27,081	77,637	211,912
Rating Services	130,854		71,813	144,827	173,956
Depreciation & Amortization	649,730		378,142	519,146	989,489
Interest	508,085		0	205,500	923,456
Utility Costs	191,513		140,072	190,924	230,008
Corporate Allocation Charges	87,113		0	1,000	161,536
Employment					
Fulltime	67		50	62	73
Parttime	5		1	3	6

Table 101
UHF Independent Stations
ADI Markets 26 - 50

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	45,993	0.7	0	0	3,225
Nat'l/Reg'l Advertising	3,380,049	52.4	1,834,696	3,050,084	4,031,428
Local Advertising	3,020,302	46.9	1,663,859	2,531,670	3,145,243
Total Time Sales	**6,446,345**	**100.0**	**3,526,515**	**5,171,283**	**7,819,521**
Agency & Rep Commissions	1,146,234		615,389	1,036,741	1,532,335
Other Revenue	117,653		44,768	94,741	144,668
Total Net Revenue	**5,417,764**		**3,037,539**	**4,463,625**	**6,320,043**
Departmental Expenses					
Engineering	437,906	7.6	227,899	339,157	583,476
Program & Production	2,192,096	37.9	994,185	1,854,076	2,575,218
News	11,229	0.2	0	0	5,712
Sales	667,797	11.5	446,294	666,318	827,666
Advertising & Promotion	326,240	5.6	190,540	248,022	461,334
General & Administrative	2,154,218	37.2	1,139,680	1,894,607	2,813,915
Total Expenses	**5,789,487**	**100.0**	**4,074,234**	**4,935,619**	**7,274,125**
Pre-Tax Profit	**(371,723)**		**(1,536,954)**	**(310,284)**	**571,115**
Selected Revenue Items -					
Total Political Advertising	7,958		0	2,099	8,316
Total Trade-Outs & Barter	339,079		116,388	252,909	426,434
Selected Expense Items -					
Total Salaries	1,082,186		746,177	978,911	1,317,815
Cost of Broadcast Rights	1,705,045		714,677	1,390,855	1,977,541
Music License Fees	69,396		33,073	64,000	91,948
Rating Services	101,084		79,375	99,320	117,100
Depreciation & Amortization	692,146		329,523	588,418	1,069,454
Interest	730,194		49,513	512,877	823,792
Utility Costs	133,130		100,966	133,923	158,544
Corporate Allocation Charges	74,724		0	23,570	156,420
Employment					
Fulltime	44		35	42	52
Parttime	2		1	2	3

Table 102
UHF Independent Stations
ADI Markets 51 +

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	16,129	0.5	0	0	0
Nat'l/Reg'l Advertising	1,589,264	52.4	472,516	1,061,305	2,497,403
Local Advertising	1,424,726	47.0	722,607	1,171,452	1,989,938
Total Time Sales	**3,030,121**	**100.0**	**1,098,113**	**2,011,422**	**4,675,280**
Agency & Rep Commissions	512,160		104,214	325,100	924,822
Other Revenue	155,167		26,789	57,638	133,872
Total Net Revenue	**2,611,606**		**1,020,324**	**1,757,217**	**3,920,897**
Departmental Expenses					
Engineering	305,859	9.1	205,241	271,021	399,412
Program & Production	1,066,800	31.7	350,760	1,060,216	1,563,332
News	26,507	0.8	0	0	5,655
Sales	439,322	13.1	193,759	353,405	653,576
Advertising & Promotion	169,163	5.0	34,497	144,125	308,488
General & Administrative	1,358,393	40.4	775,575	1,061,190	1,605,384
Total Expenses	**3,216,736**	**100.0**	**1,526,703**	**2,735,824**	**4,487,040**
Pre-Tax Profit	**(605,130)**		**(1,333,303)**	**(526,561)**	**40,724**
Selected Revenue Items -					
Total Political Advertising	4,957		0	0	1,550
Total Trade-Outs & Barter	278,582		111,626	167,267	306,903
Selected Expense Items -					
Total Salaries	720,532		479,891	600,421	954,793
Cost of Broadcast Rights	772,049		250,193	609,778	1,215,495
Music License Fees	24,744		8,890	23,450	33,609
Rating Services	47,579		19,325	36,000	73,473
Depreciation & Amortization	419,098		211,138	307,964	459,344
Interest	339,989		68,032	149,435	425,640
Utility Costs	104,958		63,874	95,936	136,995
Corporate Allocation Charges	157,350		0	53,111	140,157
Employment					
Fulltime	36		28	35	44
Parttime	3		1	2	3

Table 103
UHF Independent Stations
Revenue Size Over $10 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	16,868	0.1	0	0	0
Nat'l/Reg'l Advertising	12,831,859	56.9	8,386,257	10,930,895	16,925,250
Local Advertising	9,712,486	43.0	5,026,400	8,043,900	11,315,870
Total Time Sales	**22,561,212**	**100.0**	**13,766,233**	**18,896,980**	**31,556,080**
Agency & Rep Commissions	4,440,674		2,444,200	3,003,060	5,676,688
Other Revenue	509,582		105,037	233,850	803,342
Total Net Revenue	**18,630,122**		**13,028,113**	**15,409,526**	**22,396,260**
Departmental Expenses					
Engineering	1,099,372	7.1	598,045	968,182	1,375,470
Program & Production	8,126,068	52.8	3,115,542	8,038,694	11,165,874
News	433,109	2.8	41,723	122,000	859,636
Sales	1,515,068	9.8	1,118,752	1,321,000	1,651,675
Advertising & Promotion	897,104	5.8	397,152	877,773	1,327,484
General & Administrative	3,314,704	21.5	2,025,900	2,777,693	4,627,308
Total Expenses	**15,386,733**	**100.0**	**10,179,148**	**14,158,470**	**18,823,500**
Pre-Tax Profit	**3,243,388**		**1,251,056**	**2,849,965**	**4,152,083**
Selected Revenue Items -					
Total Political Advertising	29,068		4,967	10,000	26,327
Total Trade-Outs & Barter	745,017		261,818	668,306	1,048,915
Selected Expense Items -					
Total Salaries	2,865,544		2,048,379	2,607,219	3,397,559
Cost of Broadcast Rights	6,632,985		2,366,095	6,880,634	9,276,642
Music License Fees	195,216		115,067	186,926	262,814
Rating Services	320,953		144,373	231,706	433,207
Depreciation & Amortization	1,273,215		541,838	744,536	1,518,471
Interest	208,483		0	0	205,500
Utility Costs	234,007		165,452	236,891	298,421
Corporate Allocation Charges	306,091		0	170,000	450,000
Employment					
Fulltime	92		65	76	115
Parttime	8		2	5	14

Table 104
UHF Independent Stations
Revenue Size $5 - 10 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	34,222	0.4	0	0	0
Nat'l/Reg'l Advertising	4,070,816	49.2	3,497,768	3,755,591	4,735,786
Local Advertising	4,173,991	50.4	2,981,181	3,146,032	4,835,497
Total Time Sales	**8,279,030**	**100.0**	**6,678,146**	**7,808,743**	**9,513,821**
Agency & Rep Commissions	1,637,955		1,142,306	1,398,340	1,602,862
Other Revenue	203,735		82,310	127,867	272,999
Total Net Revenue	**6,833,487**		**5,584,441**	**6,373,474**	**7,974,699**
Departmental Expenses					
Engineering	652,959	7.7	365,625	455,256	863,867
Program & Production	3,541,305	41.5	1,901,799	2,497,044	5,342,915
News	89,547	1.1	0	0	54,225
Sales	823,003	9.7	577,307	787,987	1,037,989
Advertising & Promotion	606,323	7.1	241,101	530,011	926,976
General & Administrative	2,811,266	33.0	1,586,003	2,428,290	3,812,637
Total Expenses	**8,393,970**	**100.0**	**5,742,718**	**8,133,865**	**10,233,001**
Pre-Tax Profit	**(1,560,482)**		**(2,866,975)**	**(959,954)**	**(701,377)**
Selected Revenue Items -					
Total Political Advertising	49,397		0	2,848	6,100
Total Trade-Outs & Barter	401,688		169,643	404,255	580,890
Selected Expense Items -					
Total Salaries	1,462,250		1,152,847	1,366,685	1,838,789
Cost of Broadcast Rights	2,834,540		1,272,056	2,246,707	4,143,865
Music License Fees	88,053		45,251	79,833	106,470
Rating Services	139,459		88,576	126,400	159,616
Depreciation & Amortization	850,754		400,501	859,143	1,093,500
Interest	794,420		54,755	416,105	1,599,539
Utility Costs	184,580		123,198	167,303	242,347
Corporate Allocation Charges	114,237		0	72,800	176,422
Employment					
Fulltime	55		44	52	59
Parttime	2		0	2	4

Table 105
UHF Independent Stations
Revenue Size $3 - 5 Million

52 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,762	0.0	0	0	0
Nat'l/Reg'l Advertising	2,366,491	53.8	1,828,710	2,448,092	2,926,395
Local Advertising	2,027,401	46.1	1,732,257	1,956,425	2,426,834
Total Time Sales	**4,395,655**	**100.0**	**3,727,493**	**4,659,711**	**5,079,355**
Agency & Rep Commissions	749,639		591,763	718,289	982,567
Other Revenue	180,343		79,575	104,946	219,963
Total Net Revenue	**3,826,359**		**3,284,560**	**3,921,794**	**4,246,598**
Departmental Expenses					
Engineering	348,275	7.5	227,142	300,781	479,496
Program & Production	1,431,191	30.8	690,296	1,453,946	1,940,684
News	19,075	0.4	0	0	3,766
Sales	582,265	12.5	452,030	566,226	717,972
Advertising & Promotion	291,906	6.3	141,720	383,841	383,841
General & Administrative	1,970,187	42.4	1,348,155	1,763,349	2,447,871
Total Expenses	**4,659,401**	**100.0**	**3,760,355**	**4,275,206**	**5,635,787**
Pre-Tax Profit	**(833,042)**		**(1,872,543)**	**(155,656)**	**85,843**
Selected Revenue Items -					
Total Political Advertising	8,169		0	485	3,673
Total Trade-Outs & Barter	359,966		176,234	347,336	478,008
Selected Expense Items -					
Total Salaries	904,598		770,200	936,221	1,026,241
Cost of Broadcast Rights	1,171,799		520,066	1,218,750	1,626,552
usic License Fees	44,854		26,156	43,704	66,880
Rating Services	87,003		54,511	80,513	106,877
Depreciation & Amortization	497,887		282,820	395,803	588,506
Interest	552,101		214,347	415,354	719,352
Utility Costs	127,981		93,731	131,207	155,919
Corporate Allocation Charges	121,464		0	29,241	131,354
Employment					
Fulltime	41		35	41	44
Parttime	2		1	1	3

Table 106
UHF Independent Stations
Revenue Size Under $3 Million

35 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	17,672	1.0	0	0	471
Nat'l/Reg'l Advertising	771,692	42.7	323,507	620,461	1,166,652
Local Advertising	1,019,198	56.4	432,112	925,060	1,523,806
Total Time Sales	**1,808,564**	**100.0**	**882,685**	**1,664,864**	**2,674,036**
Agency & Rep Commissions	292,891		81,444	201,846	399,046
Other Revenue	138,177		24,036	54,779	111,596
Total Net Revenue	**1,623,208**		**896,000**	**1,559,878**	**2,240,482**
Departmental Expenses					
Engineering	291,847	10.1	173,174	234,890	399,893
Program & Production	845,344	29.3	250,181	630,000	1,444,405
News	36,984	1.3	0	0	14,449
Sales	349,631	12.1	146,850	305,501	574,971
Advertising & Promotion	157,888	5.5	20,000	120,117	242,886
General & Administrative	1,204,884	41.7	715,200	929,718	1,533,522
Total Expenses	**2,749,517**	**100.0**	**1,466,872**	**2,112,300**	**3,790,403**
Pre-Tax Profit	**(1,126,308)**		**(1,677,541)**	**(902,918)**	**(49,000)**
Selected Revenue Items -					
Total Political Advertising	2,862		0	0	284
Total Trade-Outs & Barter	158,280		85,675	126,482	201,621
Selected Expense Items -					
Total Salaries	672,675		461,990	577,992	793,891
Cost of Broadcast Rights	741,083		241,956	632,312	1,165,358
Music License Fees	41,234		5,400	14,631	27,929
Rating Services	37,604		9,552	29,532	65,696
Depreciation & Amortization	422,387		183,389	296,550	461,748
Interest	397,959		48,821	168,375	487,474
Utility Costs	103,572		57,616	94,683	149,250
Corporate Allocation Charges	44,483		0	0	73,343
Employment					
Fulltime	34		26	32	38
Parttime	3		0	2	3

Table 107
VHF Independent Stations
Nationwide

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	61,730	0.1	0	0	16,130
Nat'l/Reg'l Advertising	16,846,826	38.2	4,517,080	14,018,757	25,975,124
Local Advertising	27,161,140	61.6	3,974,293	10,832,461	54,279,236
Total Time Sales	**44,069,696**	**100.0**	**8,708,918**	**32,446,000**	**84,547,376**
Agency & Rep Commissions	7,024,887		1,328,293	5,153,067	14,334,422
Other Revenue	469,703		158,919	305,490	649,008
Total Net Revenue	**37,514,512**		**7,572,610**	**26,941,000**	**70,623,712**
Departmental Expenses					
Engineering	2,152,186	7.7	607,634	1,518,342	3,702,287
Program & Production	14,731,297	52.6	2,700,133	10,081,995	31,564,868
News	1,955,553	7.0	286,687	975,089	3,628,170
Sales	2,499,318	8.9	984,592	1,649,138	4,261,679
Advertising & Promotion	1,488,250	5.3	308,204	1,039,932	2,302,072
General & Administrative	5,188,888	18.5	1,840,219	4,383,036	6,987,720
Total Expenses	**28,015,542**	**100.0**	**7,672,620**	**16,945,430**	**55,259,008**
Pre-Tax Profit	**9,499,059**		**293,187**	**10,425,021**	**17,864,164**
Selected Revenue Items -					
Total Political Advertising	74,943		0	10,600	24,705
Total Trade-Outs & Barter	1,104,474		198,777	612,496	1,151,309
Selected Expense Items -					
Total Salaries	5,943,555		1,972,500	3,822,915	10,074,500
Cost of Broadcast Rights	10,849,866		2,130,939	7,291,659	15,446,217
Music License Fees	461,649		161,631	352,000	640,499
Rating Services	614,671		144,521	273,473	1,190,157
Depreciation & Amortization	1,410,072		594,592	915,501	1,321,234
Interest	688,841		0	41,000	649,813
Utility Costs	187,474		88,425	117,406	228,907
Corporate Allocation Charges	454,287		0	255,222	763,357
Employment					
Fulltime	134		64	110	213
Parttime	15		4	14	22

Table 108
VHF Independent Stations
ADI Markets 1 - 10

10 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	51,286	0.1	0	0	0
Nat'l/Reg'l Advertising	27,511,638	32.1	18,171,906	28,101,596	37,436,428
Local Advertising	58,274,748	67.9	34,841,004	64,254,736	73,955,968
Total Time Sales	**85,837,672**	**100.0**	**63,890,116**	**92,679,696**	**109,000,016**
Agency & Rep Commissions	13,183,765		11,323,916	14,586,000	16,428,168
Other Revenue	706,420		352,048	647,359	1,137,152
Total Net Revenue	**73,360,328**		**55,104,656**	**77,853,664**	**93,487,328**
Departmental Expenses					
Engineering	4,047,947	7.7	3,168,325	4,295,402	5,171,651
Program & Production	29,232,742	55.7	18,910,536	32,203,888	35,096,252
News	3,974,916	7.6	2,447,055	4,409,242	5,411,160
Sales	4,642,717	8.8	2,830,433	5,257,329	6,035,632
Advertising & Promotion	2,901,404	5.5	2,169,969	2,539,072	3,638,966
General & Administrative	7,712,675	14.7	5,341,502	6,987,720	10,209,919
Total Expenses	**52,512,300**	**100.0**	**36,383,132**	**57,090,440**	**66,461,132**
Pre-Tax Profit	**20,848,028**		**12,569,290**	**20,239,200**	**27,645,804**
Selected Revenue Items -					
Total Political Advertising	178,141		0	140,000	222,437
Total Trade-Outs & Barter	2,008,031		617,876	1,437,818	3,101,172
Selected Expense Items -					
Total Salaries	11,095,779		8,413,104	11,614,964	14,245,050
Cost of Broadcast Rights	20,297,216		11,884,060	20,857,172	28,890,988
Music License Fees	858,426		539,042	725,999	1,325,793
Rating Services	1,233,988		1,066,699	1,261,306	1,404,282
Depreciation & Amortization	2,063,013		871,545	1,260,960	2,156,261
Interest	153,222		0	0	28,000
Utility Costs	336,838		200,986	326,240	386,050
Corporate Allocation Charges	915,376		429,000	843,353	1,064,950
Employment					
Fulltime	223		200	226	268
Parttime	19		12	18	29

Table 109
VHF Independent Stations
ADI Markets 11+

15 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	68,693	0.4	0	0	117,861
Nat'l/Reg'l Advertising	9,736,950	60.0	1,631,910	9,987,924	17,969,320
Local Advertising	6,418,733	39.6	1,258,896	7,131,427	10,422,258
Total Time Sales	**16,224,376**	**100.0**	**2,796,655**	**17,982,684**	**27,137,938**
Agency & Rep Commissions	2,918,969		477,912	3,255,892	5,153,067
Other Revenue	311,891		95,480	233,250	380,096
Total Net Revenue	**13,617,299**		**2,583,702**	**14,960,043**	**22,602,555**
Departmental Expenses					
Engineering	888,345	7.6	318,388	846,000	1,518,342
Program & Production	5,063,667	43.3	1,288,190	4,019,855	9,259,481
News	609,311	5.2	62,319	717,723	975,089
Sales	1,070,385	9.2	582,226	1,109,488	1,641,000
Advertising & Promotion	546,147	4.7	171,635	569,298	884,000
General & Administrative	3,506,363	30.0	955,508	2,503,233	4,383,036
Total Expenses	**11,684,220**	**100.0**	**4,389,123**	**12,307,291**	**15,895,213**
Pre-Tax Profit	**1,933,078**		**(969,071)**	**1,345,968**	**6,293,868**
Selected Revenue Items -					
Total Political Advertising	8,602		0	9,237	13,111
Total Trade-Outs & Barter	459,077		106,444	417,284	751,021
Selected Expense Items -					
Total Salaries	2,508,740		972,682	3,225,587	3,822,915
Cost of Broadcast Rights	4,101,758		1,052,704	3,067,422	7,280,141
Music License Fees	197,131		33,596	188,320	352,000
Rating Services	172,301		48,262	203,187	244,451
Depreciation & Amortization	974,778		509,012	715,689	999,469
Interest	1,010,212		0	194,286	786,056
Utility Costs	97,855		75,316	97,000	121,712
Corporate Allocation Charges	170,539		0	99,706	280,011
Employment					
Fulltime	81		44	96	110
Parttime	12		4	10	18

Table 110
VHF Independent Stations
Revenue Size Over $20 Million

15 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	35,229	0.1	0	0	0
Nat'l/Reg'l Advertising	24,745,392	36.7	17,969,320	22,507,282	31,713,000
Local Advertising	42,693,352	63.3	13,436,539	35,708,104	68,082,928
Total Time Sales	**67,473,976**	**100.0**	**33,339,744**	**68,611,200**	**99,417,000**
Agency & Rep Commissions	10,702,145		5,759,000	12,370,400	15,811,313
Other Revenue	689,528		380,096	614,000	1,110,000
Total Net Revenue	**57,461,356**		**27,370,452**	**57,539,500**	**86,055,000**
Departmental Expenses					
Engineering	3,161,469	7.8	1,518,342	3,375,000	4,828,000
Program & Production	22,487,030	55.4	10,081,995	19,567,616	33,267,000
News	3,018,553	7.4	995,000	2,487,000	5,172,763
Sales	3,607,850	8.9	1,649,138	3,070,147	5,836,652
Advertising & Promotion	2,252,305	5.6	1,107,347	2,261,726	3,192,167
General & Administrative	6,027,628	14.9	2,721,738	5,542,260	7,751,447
Total Expenses	**40,554,768**	**100.0**	**16,945,430**	**36,692,100**	**59,609,000**
Pre-Tax Profit	**16,906,586**		**11,098,400**	**14,959,521**	**23,584,044**
Selected Revenue Items -					
Total Political Advertising	118,180		0	15,066	152,831
Total Trade-Outs & Barter	1,542,540		385,597	913,024	2,773,000
Selected Expense Items -					
Total Salaries	8,627,717		3,577,624	8,623,300	13,474,210
Cost of Broadcast Rights	15,849,061		7,268,624	13,169,700	27,886,000
Music License Fees	696,226		366,000	555,000	991,507
Rating Services	911,146		284,000	1,115,000	1,332,800
Depreciation & Amortization	1,629,967		715,629	931,000	1,670,200
Interest	171,638		0	0	67,076
Utility Costs	258,957		107,247	205,753	336,579
Corporate Allocation Charges	678,372		152,400	564,000	990,197
Employment					
Fulltime	183		109	201	243
Parttime	18		12	15	28

Table 111
VHF Independent Stations
Revenue Size Under $20 Million

10 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	101,481	1.1	0	10,050	184,576
Nat'l/Reg'l Advertising	4,998,975	55.8	1,005,700	3,316,942	10,483,375
Local Advertising	3,862,823	43.1	920,401	2,697,720	7,317,795
Total Time Sales	**8,963,280**	**100.0**	**2,387,734**	**6,028,571**	**18,262,302**
Agency & Rep Commissions	1,509,001		207,673	780,034	3,307,809
Other Revenue	139,965		60,891	122,295	235,424
Total Net Revenue	**7,594,244**		**2,087,856**	**5,376,672**	**15,173,384**
Departmental Expenses					
Engineering	638,261	6.9	282,902	402,717	1,018,637
Program & Production	3,097,698	33.6	684,961	1,753,200	4,167,254
News	361,053	3.9	2,953	243,355	789,687
Sales	836,518	9.1	360,777	781,373	1,199,911
Advertising & Promotion	342,167	3.7	88,834	255,168	652,094
General & Administrative	3,930,778	42.7	917,808	2,325,510	4,635,023
Total Expenses	**9,206,478**	**100.0**	**2,882,887**	**6,914,009**	**12,445,021**
Pre-Tax Profit	**(1,612,233)**		**(3,457,813)**	**(1,020)**	**1,534,934**
Selected Revenue Items -					
Total Political Advertising	7,686		0	2,946	16,788
Total Trade-Outs & Barter	374,364		77,573	244,702	617,232
Selected Expense Items -					
Total Salaries	1,917,314		748,686	1,287,769	3,408,053
Cost of Broadcast Rights	2,517,874		459,942	1,447,169	3,067,422
Music License Fees	109,784		21,693	91,341	208,074
Rating Services	120,545		46,124	115,620	215,876
Depreciation & Amortization	1,080,229		426,407	709,118	1,056,474
Interest	1,412,925		137,433	407,841	858,632
Utility Costs	87,398		48,013	87,448	123,712
Corporate Allocation Charges	90,148		0	54,553	209,215
Employment					
Fulltime	67		37	54	106
Parttime	11		3	5	18

Definitions

REVENUES

Network Compensation — Gross revenues from the sale of station time to networks.

National/Regional Advertising — Gross revenues from the sale of station time to national and regional advertisers or sponsors. Includes agency and rep commissions, trade-outs and barter and political advertising revenue.

Local Advertising — Gross revenues from the sale of station time to local advertisers or sponsors. Includes any agency and rep commissions, trade-outs and barter and political advertising revenues.

Total Time Sales — Addition of network compensation, national/regional advertising, and local advertising.

Agency and Rep Commissions — Commissions paid to agency's *reps* and brokers but not to station sales personnel.

Revenues Other Than Time Sales — Includes all broadcast revenue other than from time sales, such as all production costs charged to advertisers or sponsors for programs, materials, facilities or services. Also includes any donations, rental of studio facilities and any fees received from others for the use of talent on the station's payroll.

Total 1985 Net Revenues — Total of time sales plus revenues other than time sales minus agency and rep commissions.

Political Advertising Revenues — Sale of station time to political candidates.

Trade-Outs and Barter — Total trade-outs and barter included in national/regional advertising and local advertising. Trade sales should be estimated as the amount of cash the station would have paid for the merchandise or services received.

EXPENSES (Including Salaries)

Engineering — The direct costs of operating and maintaining the studio and transmitter equipment, including salaries and wages and bonuses.

Program and Production — Includes talent fees, music license fees and all other costs of production including salaries and wages and bonuses.

News — Includes the salaries and wages of those engaged in the production and presentation of news and other expenses incurred by this department.

Sales — Salaries and wages, commissions and related other expenses of those engaged in selling air time.

Advertising and Promotion — The cost of advertising and promoting the station directed towards prospective audiences and advertisers, including salaries and wages of those engaged in such functions. Rating services are also included.

General and Administrative — All taxes except federal, the cost of services, supplies, etc., other than engineering, program, news, sales or advertising and promotion expenses. Also includes depreciation and amortization, interest, travel and entertainment, utility costs, legal and auditing fees and bad debts.

Total Expenses — Total of departmental expenses.

SELECTED EXPENSE ITEMS

Total Salaries — The cost of all salaries including all commissions, bonuses, etc.

Total Cost of Broadcast Rights — Includes features, syndicated specials, sports events and barter programming.

Music License Fees — The cost of license fees payable directly to ASCAP, BMI, SESAC and other similar music licensing orgainzations.

Rating Services — The cost of Nielsen, Arbitron, Broadcast Advertisers Report (BAR), etc.

Depreciation and Amortization — Includes depreciation of tangible property and amortization of leasehold improvements.

Interest — The expense accrued on the station's obligations including notes, bonds and mortgages payable.

Utility Costs — The cost of purchased light, heat and power.

Any Corporate Allocation Charges — Represents amounts paid of management services, including accounting, computer services and management fees to either the home offfice or an affiliated branch or company under common control.

EMPLOYMENT

Full-time Employees — Count all employees as "full-time" when they are employed for 30 hours or more a week as of the last pay period in 1985.

Part-time Employees — All employees working less than 30 hours per week as of the last pay period in 1985.

National Association of Broadcasters
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Washington, DC 20036

National Association of Broadcasters

1986

TELEVISION

FINANCIAL

REPORT

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62 Revenue Size $2 - $3 Million
63 Revenue Size Under $2 Million

Independent Stations

64 Nationwide
65 ADI Markets 1 - 10
66 ADI Markets 11 - 20
67 ADI Markets 21 - 40
68 ADI Markets 41 - 80
69 ADI Markets 81 +
70 Revenue Size Over $15 Million
71 Revenue Size $5 - $15 Million
72 Revenue Size $2 - $5 Million
73 Revenue Size Under $2 Million

UHF Stations

74 Nationwide
75 ADI Markets 1 - 10
76 ADI Markets 11 - 25
77 ADI Markets 26 - 50
78 ADI Markets 51 - 75
79 ADI Markets 76 - 100
80 ADI Markets 101 - 125
81 ADI Markets 126 +
82 Revenue Size Over $15 Million
83 Revenue Size $10 - $15 Million
84 Revenue Size $5 - $10 Million
85 Revenue Size $4 - $5 Million
86 Revenue Size $3 - $4 Million
87 Revenue Size $2 - $3 Million
88 Revenue Size Under $2 Million

UHF Affiliate Stations

89 Nationwide
90 ADI Markets 1 - 50
91 ADI Markets 51 - 100
92 ADI Markets 101 - 150
93 ADI Markets 151 +
94 Revenue Size Over $6 Million
95 Revenue Size $4 - $6 Million
96 Revenue Size $2 - $4 Million
97 Revenue Size Under $2 Million

UHF Independent Stations

98 Nationwide
99 ADI Markets 1 - 10
100 ADI Markets 11 - 25
101 ADI Markets 26 - 50
102 ADI Markets 51 +
103 Revenue Size Over $10 Million
104 Revenue Size $5 - $10 Million
105 Revenue Size $3 - $5 Million
106 Revenue Size Under $3 Million

VHF Independent Stations

107 Nationwide
108 ADI Markets 1 - 10
109 ADI Market 11 +
110 Revenue Size Over $20 Million
111 Revenue Size Under $20 Million

112 Definitions

Methodology

Financial questionnaires requesting 1985 revenue sources, department expenses, and specific line items were mailed to all U. S. commercial television stations in January 1986. Of the 903 stations that were on the air during all of 1985, 625 facilities representing 655 television stations completed the survey. This results in a response rate of 72.5%.

From the information collected 111 tables were prepared based on station types (UHF, VHF, affiliate and independent), revenue categories, and market size. Stations are classified by market size using the 1985-1986 Arbitron Area of Dominant Influence (ADI) ranking. Stations not within an ADI are not included in any tables that report information for stations grouped by market size, but are included in other relevant tables. Information regarding station type, format and revenue were requested in the survey.

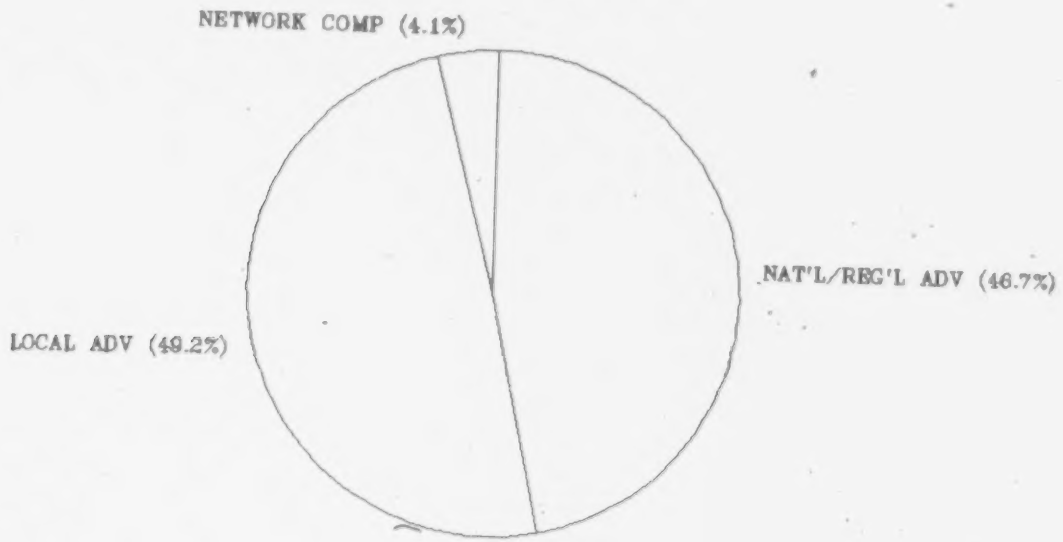
The number of stations responding in each table is reported near the top of each page. It should be noted, however, that a few stations did not complete the entire questionnaire. The averages presented are based upon the number of stations responding in each particular category. Thus, since a few stations only reported revenue and not expenses, the average total profits need not equal the difference between total net revenues and expenses. The reported average total profits are derived only from the stations who reported both revenues and expenses.

In addition to the average (mean) response, each table in this book shows the 25th percentile case, 50th percentile (median) case, and 75th percentile case of responding stations in each revenue and expense category. (The 75th percentile case has revenue or expense which is equal to or greater than that of 75% of responding stations.) The categories of informa on reported in the tables are identical to the categories that were requested in the survey. Definitions of these revenue and expense items are found on page 112.

Total salary expense is an addition to the report this year. Of the other categories listed, three merit particular attention. First, the revenue sources include all political advertising and trade outs and barter. Likewise, the departmental expenses include all of the selected expense items such as depreciation and amortization, total cost of broadcast rights, etc. Finally, some television stations include their advertising and promotion costs with their sales department costs. Therefore, care should be taken when using the reported values for that department.

Nationwide Profile

For all stations responding to our survey, on average, 4.1% of their total time sales were from network compensation, 49.2% from local advertising, and 46.7% from national/regional advertising.



As for expenses, on the average, 9.5% goes to engineering, 29.7% for program and production, 16.3% for news, 10.2% for sales, 28.6% for advertising and promotion, 28.6% for general and administrative expenses.

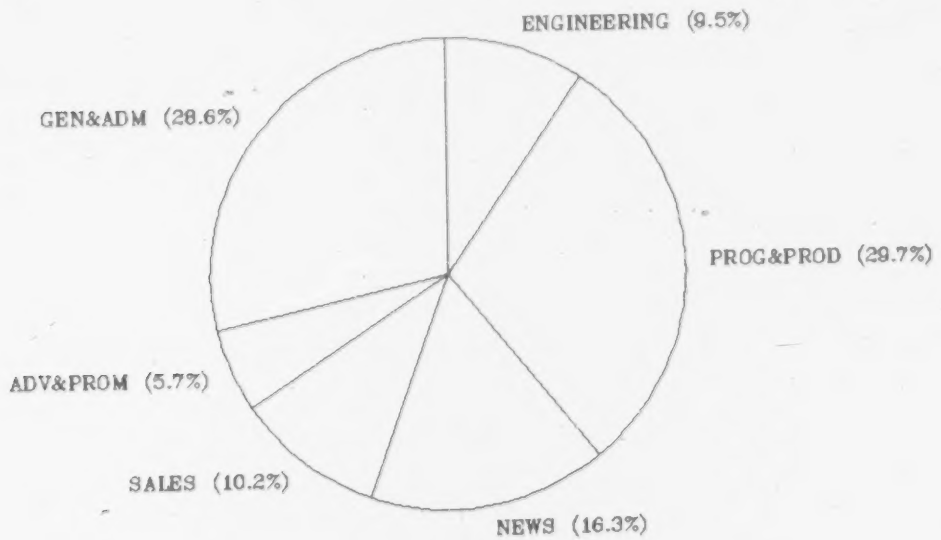


Table 1
All Stations
ADI Markets 1 - 10

59 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,135,168	1.9	0	55,000	2,000,509
Nat'l/Reg'l Advertising	22,769,548	43.5	12,337,532	25,236,526	37,353,824
Local Advertising	32,290,010	54.5	8,526,611	26,272,000	42,986,032
Total Time Sales	**59,216,856**	**100.0**	**27,427,616**	**54,494,820**	**84,266,688**
Agency & Rep Commissions	9,012,674		2,224,837	8,184,466	14,252,100
Other Revenue	521,411		114,260	272,999	680,718
Total Net Revenue	**50,725,592**		**20,293,442**	**47,800,120**	**73,165,000**
Departmental Expenses					
Engineering	3,210,418	9.6	853,440	1,997,966	4,187,769
Program & Production	11,629,971	34.7	5,041,659	9,016,764	13,175,304
News	6,827,895	20.5	463,830	4,537,480	8,824,944
Sales	2,987,450	9.0	1,329,722	2,111,292	3,919,279
Advertising & Promotion	2,399,990	7.2	974,079	1,748,000	3,631,270
General & Administrative	6,300,818	18.9	3,008,000	5,542,260	8,758,852
Total Expenses	**33,448,760**	**100.0**	**18,236,776**	**29,368,352**	**53,881,096**
Pre-Tax Profit	**17,276,834**		**2,475,470**	**14,401,000**	**28,143,600**
Selected Revenue Items -					
Total Political Advertising	317,480		10,435	67,634	409,693
Total Trade-Outs & Barter	1,267,488		385,597	913,024	2,018,175
Selected Expense Items -					
Total Salaries	9,754,322		2,792,790	7,782,518	14,949,800
Cost of Broadcast Rights	7,874,699		2,432,815	5,388,547	8,645,366
Music License Fees	676,444		196,008	657,438	1,065,978
Rating Services	733,897		303,225	657,902	1,210,480
Depreciation & Amortization	1,756,256		756,786	1,442,154	2,147,888
Interest	294,153		0	0	238,337
Utility Costs	274,939		173,233	264,751	340,725
Corporate Allocation Charges	1,171,792		93,200	629,758	1,859,750
Employment					
Fulltime	205		92	205	299
Parttime	10		2	10	14

Table 2
All Stations
ADI Markets 11 - 20

45 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	833,051	2.9	0	902,265	1,457,880
Nat'l/Reg'l Advertising	15,804,736	54.7	10,737,756	14,892,261	22,330,016
Local Advertising	12,255,097	42.4	7,960,400	12,535,998	16,717,320
Total Time Sales	**28,892,884**	**100.0**	**18,724,616**	**29,979,000**	**38,159,792**
Agency & Rep Commissions	4,905,609		2,966,919	5,015,000	6,700,241
Other Revenue	492,094		135,962	275,748	728,666
Total Net Revenue	**24,474,250**		**15,184,784**	**25,072,000**	**31,907,198**
Departmental Expenses					
Engineering	1,622,200	9.3	958,896	1,522,544	2,215,248
Program & Production	5,682,963	32.5	4,111,189	5,410,566	7,034,643
News	2,923,645	16.7	728,183	3,064,918	5,111,444
Sales	1,758,872	10.1	1,174,866	1,496,482	2,018,466
Advertising & Promotion	1,128,717	6.5	813,279	1,072,693	1,509,063
General & Administrative	4,364,361	25.0	2,279,170	4,028,634	5,465,642
Total Expenses	**17,441,674**	**100.0**	**12,766,968**	**17,670,600**	**22,152,298**
Pre-Tax Profit	**7,032,574**		**2,092,266**	**5,746,242**	**11,598,942**
Selected Revenue Items -					
Total Political Advertising	39,964		5,047	20,852	59,130
Total Trade-Outs & Barter	629,410		234,854	412,969	888,996
Selected Expense Items -					
Total Salaries	5,513,964		2,933,396	5,619,176	7,994,523
Cost of Broadcast Rights	4,011,878		2,532,062	3,659,814	4,650,720
Music License Fees	358,583		196,084	349,319	492,956
Rating Services	252,428		207,673	248,419	324,444
Depreciation & Amortization	1,134,685		719,250	1,083,279	1,443,558
Interest	515,111		0	0	214,347
Utility Costs	169,224		114,638	175,532	219,000
Corporate Allocation Charges	619,156		102,468	450,000	1,079,290
Employment					
Fulltime	147		88	163	199
Parttime	12		5	10	18

Table 3
All Stations
ADI Markets 21 - 30

40 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	668,225	3.1	0	798,261	1,058,523
Nat'l/Reg'l Advertising	11,189,014	51.9	5,221,710	11,139,298	14,820,732
Local Advertising	9,698,861	45.0	7,163,831	10,386,414	12,972,554
Total Time Sales	**21,556,100**	**100.0**	**11,470,188**	**23,029,016**	**28,434,836**
Agency & Rep Commissions	3,763,824		2,184,867	3,972,771	4,994,096
Other Revenue	351,804		124,575	195,977	448,783
Total Net Revenue	**18,144,080**		**9,866,677**	**19,357,864**	**23,723,500**
Departmental Expenses					
Engineering	1,252,376	9.2	716,229	1,178,712	1,652,336
Program & Production	4,277,341	31.5	2,971,858	3,967,414	4,842,336
News	1,746,615	12.9	55,040	2,216,167	2,694,624
Sales	1,101,825	8.1	879,040	1,093,181	1,407,545
Advertising & Promotion	779,581	5.7	473,304	716,176	916,694
General & Administrative	4,412,819	32.5	2,169,403	3,447,053	4,339,809
Total Expenses	**13,570,559**	**100.0**	**9,344,112**	**12,999,352**	**16,231,863**
Pre-Tax Profit	**4,573,520**		**96,419**	**4,595,133**	**9,122,888**
Selected Revenue Items -					
Total Political Advertising	28,611		0	5,805	47,112
Total Trade-Outs & Barter	389,800		120,470	267,809	587,280
Selected Expense Items -					
Total Salaries	3,930,409		1,686,958	4,155,443	5,372,471
Cost of Broadcast Rights	2,740,119		1,421,987	2,078,045	3,503,264
Music License Fees	264,306		126,398	256,222	370,542
Rating Services	197,294		149,761	210,226	271,743
Depreciation & Amortization	1,472,282		707,075	949,317	1,156,683
Interest	998,388		0	0	347,192
Utility Costs	195,085		139,819	159,659	214,626
Corporate Allocation Charges	332,792		0	153,572	449,666
Employment					
Fulltime	116		62	123	160
Parttime	9		3	7	13

Table 4
All Stations
ADI Markets 31 - 40

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	795,224	5.4	0	836,715	1,178,499
Nat'l/Reg'l Advertising	7,127,761	48.3	3,804,696	6,982,302	9,386,522
Local Advertising	6,837,046	46.3	3,063,811	7,725,509	9,056,237
Total Time Sales	**14,759,007**	**100.0**	**7,695,065**	**16,433,940**	**21,030,372**
Agency & Rep Commissions	2,438,665		1,336,877	2,712,697	3,360,052
Other Revenue	235,545		76,309	156,990	289,221
Total Net Revenue	**12,555,886**		**6,302,233**	**14,099,503**	**17,710,870**
Departmental Expenses					
Engineering	803,381	7.8	489,373	682,584	1,121,343
Program & Production	2,850,454	27.6	1,955,862	2,850,413	3,382,497
News	1,605,746	15.5	11,534	1,955,231	2,408,413
Sales	1,033,654	10.0	767,665	1,010,932	1,197,619
Advertising & Promotion	540,731	5.2	330,000	471,910	543,307
General & Administrative	3,497,172	33.9	1,979,000	2,812,483	3,812,637
Total Expenses	**10,331,141**	**100.0**	**7,668,521**	**10,010,185**	**12,564,374**
Pre-Tax Profit	**2,224,745**		**(701,337)**	**1,748,148**	**5,105,991**
Selected Revenue Items -					
Total Political Advertising	67,883		0	4,366	93,413
Total Trade-Outs & Barter	428,228		167,033	274,501	461,429
Selected Expense Items -					
Total Salaries	3,285,016		1,339,511	3,574,233	4,536,282
Cost of Broadcast Rights	1,831,476		1,294,264	1,707,430	2,174,789
Music License Fees	188,993		83,914	185,853	265,829
Rating Services	161,343		124,272	165,371	201,121
Depreciation & Amortization	1,124,347		577,431	955,916	1,347,973
Interest	884,978		0	0	962,741
Utility Costs	159,726		121,216	150,000	174,257
Corporate Allocation Charges	204,684		0	108,250	403,914
Employment					
Fulltime	109		52	119	147
Parttime	7		2	5	12

Table 5
All Stations
ADI Markets 41 - 50

44 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	857,903	7.6	275,221	637,360	1,262,000
Nat'l/Reg'l Advertising	5,381,288	47.6	2,873,905	5,189,072	7,718,751
Local Advertising	5,074,165	44.9	2,282,478	4,327,596	8,277,532
Total Time Sales	**11,313,358**	**100.0**	**5,214,238**	**10,593,494**	**16,790,880**
Agency & Rep Commissions	1,840,539		1,002,534	1,722,151	2,784,079
Other Revenue	151,265		53,829	107,225	204,519
Total Net Revenue	**9,624,083**		**4,496,180**	**8,874,716**	**14,221,313**
Departmental Expenses					
Engineering	620,603	9.2	348,547	596,004	871,221
Program & Production	1,904,422	28.1	1,292,964	1,808,314	2,531,997
News	937,857	13.8	17,774	1,054,231	1,570,142
Sales	781,854	11.5	432,370	753,730	1,066,601
Advertising & Promotion	303,797	4.5	190,520	311,837	409,908
General & Administrative	2,225,619	32.9	1,574,442	2,232,135	2,879,206
Total Expenses	**6,774,130**	**100.0**	**4,196,845**	**6,921,292**	**8,972,994**
Pre-Tax Profit	**2,849,952**		**106,801**	**2,323,381**	**5,232,647**
Selected Revenue Items -					
Total Political Advertising	53,382		2,305	13,328	63,970
Total Trade-Outs & Barter	247,349		112,092	152,900	387,344
Selected Expense Items -					
Total Salaries	2,321,807		996,060	2,607,963	3,330,579
Cost of Broadcast Rights	1,187,146		616,793	1,240,220	1,500,228
Music License Fees	153,696		76,017	138,935	205,290
Rating Services	133,492		105,235	141,957	157,830
Depreciation & Amortization	787,896		324,730	707,400	1,111,969
Interest	183,354		0	18,767	185,232
Utility Costs	133,207		101,921	132,293	162,364
Corporate Allocation Charges	244,512		0	145,352	303,550
Employment					
Fulltime	87		44	95	120
Parttime	6		3	5	9

Table 6
All Stations
ADI Markets 51 - 60

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	590,925	6.8	97,858	539,319	892,866
Nat'l/Reg'l Advertising	4,018,858	46.0	2,162,694	4,682,385	5,971,820
Local Advertising	4,123,079	47.2	1,841,252	4,514,931	5,990,863
Total Time Sales	**8,732,863**	**100.0**	**4,845,285**	**9,580,842**	**13,122,324**
Agency & Rep Commissions	1,387,483		774,277	1,526,472	2,045,922
Other Revenue	185,619		46,884	158,899	308,746
Total Net Revenue	**7,530,999**		**4,002,042**	**8,194,468**	**11,359,716**
Departmental Expenses					
Engineering	553,251	8.9	363,271	500,976	709,882
Program & Production	1,419,074	22.8	754,323	1,418,601	2,074,209
News	843,165	13.6	76,986	956,318	1,447,780
Sales	784,409	12.6	571,855	758,117	949,464
Advertising & Promotion	253,631	4.1	172,024	269,679	364,700
General & Administrative	2,359,856	38.0	1,143,474	1,753,324	2,840,422
Total Expenses	**6,222,212**	**100.0**	**3,981,368**	**6,215,186**	**7,648,045**
Pre-Tax Profit	**1,308,787**		**(58,703)**	**1,111,024**	**3,954,176**
Selected Revenue Items -					
Total Political Advertising	30,766		618	9,515	35,866
Total Trade-Outs & Barter	242,784		76,239	159,876	364,703
Selected Expense Items -					
Total Salaries	2,120,119		1,116,436	2,362,409	3,027,914
Cost of Broadcast Rights	839,854		427,000	821,451	1,344,662
Music License Fees	124,677		52,157	110,354	182,733
Rating Services	94,119		62,648	92,880	128,981
Depreciation & Amortization	959,280		344,500	578,517	1,093,766
Interest	922,385		0	48,478	823,586
Utility Costs	115,823		85,945	113,451	147,495
Corporate Allocation Charges	119,480		0	1,234	123,750
Employment					
Fulltime	103		43	92	108
Parttime	5		3	6	8

Table 7
All Stations
ADI Markets 61 - 70

37 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	593,989	6.3	341,325	501,000	779,153
Nat'l/Reg'l Advertising	4,414,129	47.2	2,768,481	4,358,970	5,373,938
Local Advertising	4,348,126	46.5	2,697,612	4,230,606	5,545,782
Total Time Sales	**9,356,244**	**100.0**	**6,274,860**	**9,121,453**	**12,324,382**
Agency & Rep Commissions	1,534,795		1,121,732	1,553,265	1,969,832
Other Revenue	236,755		71,644	116,660	298,355
Total Net Revenue	**8,058,204**		**5,369,865**	**7,646,279**	**10,567,352**
Departmental Expenses					
Engineering	631,861	9.1	414,740	587,793	805,080
Program & Production	1,893,701	27.3	1,480,437	1,918,109	2,269,034
News	974,797	14.0	545,239	1,036,444	1,376,867
Sales	775,715	11.2	498,522	712,400	928,890
Advertising & Promotion	297,451	4.3	153,492	275,431	408,400
General & Administrative	2,375,003	34.2	1,598,106	1,920,152	2,638,927
Total Expenses	**6,949,341**	**100.0**	**5,275,565**	**6,961,500**	**8,463,822**
Pre-Tax Profit	**1,108,863**		**(1,087,674)**	**1,267,560**	**2,516,891**
Selected Revenue Items -					
Total Political Advertising	42,390		1,228	13,036	65,195
Total Trade-Outs & Barter	273,739		101,290	160,549	329,600
Selected Expense Items -					
Total Salaries	2,276,646		1,649,044	2,283,876	2,935,903
Cost of Broadcast Rights	1,032,904		635,529	1,020,650	1,370,380
Music License Fees	125,139		76,384	113,035	165,857
Rating Services	114,817		90,365	120,105	137,213
Depreciation & Amortization	917,221		380,033	575,107	1,029,635
Interest	235,106		0	0	194,286
Utility Costs	146,651		99,213	142,764	188,384
Corporate Allocation Charges	235,570		0	136,505	324,907
Employment					
Fulltime	86		67	87	103
Parttime	11		3	9	19

Table 8
All Stations
ADI Markets 71 - 80

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	523,813	6.9	329,687	459,428	697,545
Nat'l/Reg'l Advertising	3,674,554	48.4	2,835,553	3,328,982	4,832,421
Local Advertising	3,390,518	44.7	2,377,974	3,475,341	4,203,818
Total Time Sales	**7,588,886**	**100.0**	**6,298,359**	**7,659,579**	**9,190,618**
Agency & Rep Commissions	1,255,755		1,000,795	1,253,935	1,558,995
Other Revenue	169,863		77,028	129,166	265,082
Total Net Revenue	**6,383,582**		**5,201,562**	**6,609,806**	**7,710,405**
Departmental Expenses					
Engineering	526,893	10.5	366,096	475,743	720,871
Program & Production	1,266,406	25.1	1,069,796	1,241,621	1,553,087
News	804,503	16.0	411,520	869,747	1,148,971
Sales	591,383	11.7	379,679	594,055	770,251
Advertising & Promotion	198,307	3.9	98,611	182,602	289,423
General & Administrative	1,653,915	32.8	1,267,498	1,461,404	2,066,095
Total Expenses	**4,902,460**	**100.0**	**3,982,352**	**4,930,654**	**6,283,380**
Pre-Tax Profit	**1,397,327**		**139,960**	**1,372,878**	**2,515,211**
Selected Revenue Items -					
Total Political Advertising	61,132		2,135	14,250	116,016
Total Trade-Outs & Barter	160,234		54,064	111,264	232,752
Selected Expense Items -					
Total Salaries	1,865,876		1,251,479	1,983,038	2,468,046
Cost of Broadcast Rights	612,742		296,564	576,604	814,246
Music License Fees	104,857		61,358	89,104	155,507
Rating Services	82,509		65,601	83,327	104,112
Depreciation & Amortization	575,054		287,752	499,712	729,787
Interest	87,501		0	16,113	138,936
Utility Costs	115,699		66,674	114,589	153,206
Corporate Allocation Charges	165,100		0	84,534	274,807
Employment					
Fulltime	74		62	73	96
Parttime	8		6	8	11

Table 9
All Stations
ADI Markets 81 - 90

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	589,118	9.9	160,164	477,056	989,253
Nat'l/Reg'l Advertising	2,532,527	42.6	1,074,670	2,369,217	3,518,771
Local Advertising	2,828,288	47.5	1,522,357	3,029,873	3,886,918
Total Time Sales	**5,949,220**	**100.0**	**3,451,147**	**6,111,497**	**8,722,446**
Agency & Rep Commissions	879,755		435,326	857,771	1,326,760
Other Revenue	127,041		51,657	104,580	170,700
Total Net Revenue	**5,196,505**		**3,168,359**	**5,299,318**	**7,349,377**
Departmental Expenses					
Engineering	472,076	10.1	257,716	404,332	665,981
Program & Production	1,005,831	21.5	729,901	973,315	1,193,489
News	569,374	12.2	223,626	580,911	1,013,033
Sales	540,860	11.6	335,804	549,463	737,668
Advertising & Promotion	221,556	4.7	85,922	165,158	308,488
General & Administrative	1,864,206	39.9	1,007,079	1,581,743	2,123,608
Total Expenses	**4,673,906**	**100.0**	**2,904,039**	**4,381,944**	**6,400,223**
Pre-Tax Profit	**522,599**		**(231,906)**	**776,321**	**1,407,293**
Selected Revenue Items -					
Total Political Advertising	17,404		742	9,710	21,104
Total Trade-Outs & Barter	136,434		46,893	116,765	205,354
Selected Expense Items -					
Total Salaries	1,552,820		1,049,461	1,432,254	2,318,034
Cost of Broadcast Rights	605,542		330,860	566,977	703,657
Music License Fees	79,925		43,767	84,281	103,396
Rating Services	79,509		72,069	87,424	95,383
Depreciation & Amortization	575,030		287,964	455,204	735,971
Interest	386,332		1,179	17,341	782,412
Utility Costs	109,940		82,096	102,109	130,644
Corporate Allocation Charges	256,704		9,837	192,583	248,148
Employment					
Fulltime	66		48	62	85
Parttime	8		4	6	11

Table 10
All Stations
ADI Markets 91 - 100

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	369,556	6.1	164,452	327,194	493,815
Nat'l/Reg'l Advertising	2,621,909	43.4	1,643,933	2,659,067	3,287,031
Local Advertising	3,050,674	50.5	1,614,406	2,605,896	4,197,265
Total Time Sales	**6,042,140**	**100.0**	**4,374,384**	**6,162,323**	**7,935,932**
Agency & Rep Commissions	920,407		664,895	908,971	1,164,196
Other Revenue	147,932		37,865	74,715	184,303
Total Net Revenue	**5,269,665**		**3,629,834**	**5,331,386**	**6,995,155**
Departmental Expenses					
Engineering	484,527	10.2	311,261	446,831	644,414
Program & Production	1,055,713	22.2	706,098	888,698	1,268,320
News	490,841	10.3	69,155	511,653	653,764
Sales	628,812	13.2	385,498	644,340	860,851
Advertising & Promotion	167,282	3.5	73,997	132,791	244,152
General & Administrative	1,919,377	40.4	946,711	1,532,651	2,302,609
Total Expenses	**4,746,553**	**100.0**	**3,222,839**	**4,514,565**	**6,217,747**
Pre-Tax Profit	**523,112**		**(296,571)**	**483,478**	**1,446,771**
Selected Revenue Items -					
Total Political Advertising	15,566		2,002	4,177	17,874
Total Trade-Outs & Barter	200,936		57,821	99,462	249,145
Selected Expense Items -					
Total Salaries	1,593,269		1,009,197	1,549,927	1,941,475
Cost of Broadcast Rights	489,207		242,623	369,083	773,436
Music License Fees	85,944		45,692	70,642	97,621
Rating Services	73,942		61,169	82,314	91,578
Depreciation & Amortization	671,244		295,912	525,720	1,013,033
Interest	437,616		2,489	126,580	680,439
Utility Costs	92,867		50,298	87,465	130,529
Corporate Allocation Charges	173,886		0	37,600	262,975
Employment					
Fulltime	68		54	68	81
Parttime	7		3	5	10

Table 11
All Stations
ADI Markets 101 - 110

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	495,021	7.3	294,336	454,635	662,744
Nat'l/Reg'l Advertising	2,837,660	42.1	1,912,094	2,644,220	3,714,424
Local Advertising	3,415,087	50.6	2,290,085	3,299,221	4,238,298
Total Time Sales	**6,747,768**	**100.0**	**4,930,730**	**6,540,257**	**7,984,597**
Agency & Rep Commissions	1,040,621		678,636	1,044,339	1,259,473
Other Revenue	186,270		76,561	146,027	299,875
Total Net Revenue	**5,893,739**		**4,275,880**	**5,909,019**	**7,033,666**
Departmental Expenses					
Engineering	480,852	8.7	284,923	417,198	559,137
Program & Production	1,073,924	19.5	736,421	1,027,587	1,362,894
News	661,803	12.0	515,152	665,407	817,951
Sales	709,809	12.9	442,983	667,508	817,674
Advertising & Promotion	212,720	3.9	103,524	180,890	278,520
General & Administrative	2,371,066	43.0	1,249,976	1,771,031	2,353,162
Total Expenses	**5,510,534**	**100.0**	**3,862,951**	**4,760,339**	**6,652,025**
Pre-Tax Profit	**383,204**		**(589,484)**	**357,598**	**1,708,889**
Selected Revenue Items -					
Total Political Advertising	12,318		1,687	5,726	24,814
Total Trade-Outs & Barter	161,429		89,674	120,598	178,031
Selected Expense Items -					
Total Salaries	1,806,342		1,439,007	1,713,902	2,037,018
Cost of Broadcast Rights	484,311		322,076	465,739	589,525
Music License Fees	92,854		48,113	80,135	123,925
Rating Services	64,719		50,100	65,342	75,469
Depreciation & Amortization	953,562		388,808	624,302	1,035,291
Interest	421,523		0	8,107	197,567
Utility Costs	121,148		71,507	111,488	148,214
Corporate Allocation Charges	177,178		0	49,000	222,157
Employment					
Fulltime	76		61	73	85
Parttime	9		3	7	12

Table 12
All Stations
ADI Markets 111 - 120

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	440,931	11.1	143,694	382,081	604,197
Nat'l/Reg'l Advertising	1,761,932	44.2	1,090,282	1,700,376	2,077,388
Local Advertising	1,779,697	44.7	1,204,983	1,490,790	2,353,804
Total Time Sales	**3,982,557**	**100.0**	**2,739,332**	**3,476,993**	**5,040,490**
Agency & Rep Commissions	584,921		377,537	474,880	819,215
Other Revenue	131,519		46,578	80,461	183,127
Total Net Revenue	**3,529,155**		**2,481,815**	**3,217,430**	**4,269,159**
Departmental Expenses					
Engineering	317,599	9.0	258,171	324,699	383,274
Program & Production	672,732	19.0	471,076	635,523	734,035
News	440,694	12.5	334,470	399,338	575,902
Sales	422,835	12.0	347,128	394,601	474,690
Advertising & Promotion	114,329	3.2	57,230	93,060	172,417
General & Administrative	1,568,514	44.3	976,395	1,221,154	1,991,031
Total Expenses	**3,500,703**	**100.0**	**2,825,983**	**3,335,198**	**4,045,364**
Pre-Tax Profit	**53,196**		**(827,387)**	**206,312**	**583,249**
Selected Revenue Items -					
Total Political Advertising	15,310		0	3,780	21,150
Total Trade-Outs & Barter	168,731		67,525	140,604	180,986
Selected Expense Items -					
Total Salaries	1,217,313		993,098	1,129,648	1,427,509
Cost of Broadcast Rights	307,839		211,228	288,413	354,026
Music License Fees	52,217		26,529	44,079	73,294
Rating Services	51,003		37,604	52,870	66,212
Depreciation & Amortization	513,545		236,801	460,663	609,798
Interest	300,229		0	41,568	321,362
Utility Costs	82,810		67,339	80,827	97,408
Corporate Allocation Charges	146,888		0	75,709	169,255
Employment					
Fulltime	57		52	58	64
Parttime	8		4	6	10

Table 13
All Stations
ADI Markets 121 - 130

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	423,848	10.4	210,745	277,416	569,765
Nat'l/Reg'l Advertising	1,574,026	38.7	888,968	1,429,252	2,079,149
Local Advertising	2,071,151	50.9	1,122,454	1,871,922	2,717,063
Total Time Sales	**4,075,659**	**100.0**	**2,011,422**	**3,989,400**	**5,316,428**
Agency & Rep Commissions	536,392		242,275	556,504	677,902
Other Revenue	133,677		43,446	78,724	146,180
Total Net Revenue	**3,661,954**		**1,977,540**	**3,718,991**	**4,826,359**
Departmental Expenses					
Engineering	283,141	8.6	206,013	279,727	368,893
Program & Production	675,534	20.6	337,752	646,360	788,530
News	452,716	13.8	239,710	356,136	652,524
Sales	480,765	14.7	273,277	419,300	565,691
Advertising & Promotion	96,640	2.9	45,222	87,704	145,657
General & Administrative	1,288,393	39.3	703,944	1,103,540	1,797,247
Total Expenses	**3,145,241**	**100.0**	**2,170,207**	**2,998,118**	**3,958,983**
Pre-Tax Profit	**516,713**		**(10,922)**	**437,044**	**1,084,090**
Selected Revenue Items -					
Total Political Advertising	6,422		0	4,462	8,546
Total Trade-Outs & Barter	115,662		48,965	86,300	145,577
Selected Expense Items -					
Total Salaries	1,428,325		793,901	1,150,952	1,524,061
Cost of Broadcast Rights	221,858		119,381	222,895	290,558
Music License Fees	63,693		32,699	46,970	80,173
Rating Services	44,013		30,350	39,151	61,455
Depreciation & Amortization	438,804		172,751	333,995	684,345
Interest	181,330		0	51,587	265,195
Utility Costs	80,370		60,441	82,077	96,796
Corporate Allocation Charges	119,590		0	40,008	221,549
Employment					
Fulltime	53		39	53	64
Parttime	6		2	5	7

Table 14
All Stations
ADI Markets 131 - 150

43 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	451,324	11.4	174,060	400,444	684,206
Nat'l/Reg'l Advertising	1,676,975	42.4	1,171,491	1,562,000	2,161,213
Local Advertising	1,824,091	46.2	1,034,882	1,682,956	2,528,560
Total Time Sales	**3,952,384**	**100.0**	**2,765,950**	**3,723,991**	**5,114,618**
Agency & Rep Commissions	542,732		406,442	507,998	677,935
Other Revenue	92,296		42,587	56,394	117,968
Total Net Revenue	**3,501,947**		**2,371,000**	**3,334,462**	**4,446,218**
Departmental Expenses					
Engineering	360,656	11.3	250,398	304,752	450,751
Program & Production	634,014	19.9	402,679	531,427	856,514
News	366,868	11.5	255,000	382,813	529,778
Sales	409,521	12.9	279,546	424,907	502,999
Advertising & Promotion	91,199	2.9	32,950	76,044	139,447
General & Administrative	1,322,700	41.5	776,458	1,186,746	1,957,462
Total Expenses	**3,185,007**	**100.0**	**2,265,126**	**3,194,946**	**4,037,784**
Pre-Tax Profit	**316,940**		**(333,716)**	**237,413**	**879,019**
Selected Revenue Items -					
Total Political Advertising	5,704		0	385	5,415
Total Trade-Outs & Barter	104,938		28,253	80,148	142,865
Selected Expense Items -					
Total Salaries	1,157,578		797,001	1,209,001	1,495,745
Cost of Broadcast Rights	276,746		136,840	233,134	371,674
Music License Fees	51,498		22,682	41,532	73,194
Rating Services	50,944		43,338	50,822	59,960
Depreciation & Amortization	515,961		253,000	371,751	768,586
Interest	251,808		0	30,344	455,340
Utility Costs	79,471		47,095	75,645	103,019
Corporate Allocation Charges	97,658		0	52,449	132,822
Employment					
Fulltime	53		41	50	66
Parttime	7		2	6	10

Table 15
All Stations
ADI Markets 151 - 175

35 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	394,392	11.7	160,921	349,048	649,147
Nat'l/Reg'l Advertising	1,399,452	41.6	782,888	1,132,208	1,669,813
Local Advertising	1,567,737	46.6	984,519	1,285,908	1,954,776
Total Time Sales	**3,361,582**	**100.0**	**2,048,746**	**2,942,000**	**4,716,252**
Agency & Rep Commissions	390,549		209,690	308,941	509,047
Other Revenue	111,407		22,818	63,665	112,111
Total Net Revenue	**3,082,440**		**1,970,456**	**2,635,606**	**4,422,217**
Departmental Expenses					
Engineering	271,864	10.4	189,179	244,443	328,405
Program & Production	521,720	20.0	324,381	496,603	672,589
News	297,845	11.4	159,136	292,763	441,530
Sales	344,028	13.2	207,558	353,683	484,443
Advertising & Promotion	64,382	2.5	14,149	60,834	89,415
General & Administrative	1,109,755	42.5	717,965	973,998	1,400,106
Total Expenses	**2,544,822**	**100.0**	**1,855,250**	**2,360,845**	**3,325,436**
Pre-Tax Profit	**550,760**		**(75,329)**	**530,790**	**990,999**
Selected Revenue Items -					
Total Political Advertising	12,652		398	3,885	17,656
Total Trade-Outs & Barter	78,070		30,788	60,621	123,504
Selected Expense Items -					
Total Salaries	971,934		688,064	889,219	1,237,032
Cost of Broadcast Rights	144,596		58,414	109,771	157,871
Music License Fees	50,916		23,582	39,676	71,976
Rating Services	32,516		23,307	34,268	38,227
Depreciation & Amortization	336,655		179,742	259,643	570,327
Interest	220,575		0	2,225	405,830
Utility Costs	81,563		39,189	67,656	108,736
Corporate Allocation Charges	38,200		0	0	50,256
Employment					
Fulltime	48		38	45	58
Parttime	7		3	5	11

Table 16
All Stations
ADI Markets 176 +

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	297,650	12.7	138,698	224,213	489,973
Nat'l/Reg'l Advertising	1,021,736	43.6	606,485	830,206	1,149,473
Local Advertising	1,026,521	43.4	639,859	865,606	1,323,868
Total Time Sales	**2,345,908**	**100.0**	**1,645,974**	**1,912,150**	**2,901,597**
Agency & Rep Commissions	291,828		165,653	234,252	343,471
Other Revenue	66,456		21,612	53,093	91,588
Total Net Revenue	**2,120,536**		**1,468,136**	**1,718,977**	**2,666,469**
Departmental Expenses					
Engineering	248,877	11.7	180,934	224,856	271,187
Program & Production	295,790	13.9	183,962	275,789	392,850
News	222,217	10.4	140,011	193,761	259,402
Sales	295,227	13.9	182,487	263,630	366,906
Advertising & Promotion	51,793	2.4	12,488	40,968	82,768
General & Administrative	1,014,220	47.7	483,906	807,599	1,341,875
Total Expenses	**2,131,699**	**100.0**	**1,408,537**	**1,954,072**	**2,316,823**
Pre-Tax Profit	**(11,162)**		**(515,841)**	**(52,801)**	**392,405**
Selected Revenue Items -					
Total Political Advertising	52,524		0	1,413	14,050
Total Trade-Outs & Barter	785,082		17,086	41,045	70,498
Selected Expense Items -					
Total Salaries	785,082		541,757	737,204	902,025
Cost of Broadcast Rights	62,093		23,406	50,724	104,226
Music License Fees	31,587		16,887	21,257	41,212
Rating Services	25,531		16,664	26,939	36,827
Depreciation & Amortization	391,466		194,303	281,117	486,056
Interest	250,078		450	147,899	434,664
Utility Costs	54,704		38,352	55,318	68,083
Corporate Allocation Charges	40,469		0	0	73,571
Employment					
Fulltime	40		30	36	46
Parttime	6		3	5	8

Table 17
All Stations
Revenue Size Over $50 Million

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,950,905	2.1	128,217	1,922,190	2,780,297
Nat'l/Reg'l Advertising	38,409,096	40.7	28,675,088	38,483,196	46,579,664
Local Advertising	54,100,348	57.3	31,174,400	45,369,516	70,292,696
Total Time Sales	**94,441,064**	**100.0**	**77,557,024**	**86,499,840**	**109,571,784**
Agency & Rep Commissions	13,745,009		12,349,230	14,224,472	16,710,555
Other Revenue	734,925		177,728	511,201	1,056,250
Total Net Revenue	**81,430,984**		**64,616,320**	**73,906,000**	**94,019,080**
Departmental Expenses					
Engineering	5,309,754	10.4	2,548,300	4,482,380	7,019,338
Program & Production	16,657,551	32.7	8,348,509	12,809,895	31,541,442
News	12,034,666	23.6	5,315,000	6,538,605	17,447,000
Sales	4,555,290	8.9	2,333,690	4,051,506	5,902,537
Advertising & Promotion	3,756,485	7.4	2,313,500	3,518,635	5,290,562
General & Administrative	8,632,693	16.9	6,256,782	8,287,397	10,576,000
Total Expenses	**50,806,340**	**100.0**	**38,438,752**	**54,448,548**	**64,596,656**
Pre-Tax Profit	**30,624,642**		**20,893,706**	**28,427,800**	**42,151,536**
Selected Revenue Items -					
Total Political Advertising	505,160		44,000	146,775	563,220
Total Trade-Outs & Barter	1,987,822		927,177	1,962,087	2,932,534
Selected Expense Items -					
Total Salaries	15,917,043		9,937,096	14,949,800	22,919,000
Cost of Broadcast Rights	10,368,044		3,483,475	5,824,096	14,327,322
Music License Fees	1,126,345		815,500	1,088,455	1,332,936
Rating Services	1,149,845		867,949	1,247,965	1,441,705
Depreciation & Amortization	2,208,530		1,357,083	1,776,172	2,496,668
Interest	204,549		0	0	51,829
Utility Costs	323,130		182,476	328,150	410,000
Corporate Allocation Charges	1,978,631		694,528	1,490,000	2,514,192
Employment					
Fulltime	296		240	299	350
Parttime	10		0	11	14

Table 18
All Stations
Revenue Size $35 - 50 Million

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,297,837	2.7	912,857	1,368,222	1,958,170
Nat'l/Reg'l Advertising	25,486,630	52.3	23,130,284	25,413,422	27,839,884
Local Advertising	21,940,364	45.0	18,361,916	21,681,422	24,133,520
Total Time Sales	**48,724,832**	**100.0**	**44,764,484**	**48,658,560**	**53,172,276**
Agency & Rep Commissions	7,402,953		7,461,936	8,347,533	8,757,463
Other Revenue	493,127		207,756	303,585	789,535
Total Net Revenue	**41,815,004**		**39,003,512**	**42,139,048**	**45,382,660**
Departmental Expenses					
Engineering	2,018,932	7.6	1,427,607	1,801,089	2,511,042
Program & Production	8,586,238	32.3	5,358,352	6,263,516	8,670,394
News	5,233,876	19.7	3,250,119	5,172,091	7,248,869
Sales	2,331,778	8.8	1,492,160	2,154,510	3,060,177
Advertising & Promotion	1,697,329	6.4	1,197,375	1,707,032	1,789,901
General & Administrative	6,712,869	25.3	4,083,043	5,411,291	9,034,474
Total Expenses	**26,582,522**	**100.0**	**21,232,414**	**24,434,716**	**33,278,760**
Pre-Tax Profit	**15,232,482**		**10,419,639**	**15,517,041**	**19,621,338**
Selected Revenue Items -					
Total Political Advertising	129,524		15,375	63,622	140,650
Total Trade-Outs & Barter	716,271		224,000	604,541	922,548
Selected Expense Items -					
Total Salaries	8,310,183		6,868,919	7,782,518	10,181,218
Cost of Broadcast Rights	4,894,341		2,539,887	3,781,286	4,332,360
Music License Fees	595,649		451,177	565,000	754,325
Rating Services	472,761		240,882	333,488	822,010
Depreciation & Amortization	1,477,038		901,044	1,228,737	1,705,193
Interest	902,316		0	0	0
Utility Costs	233,677		152,809	229,876	309,862
Corporate Allocation Charges	1,039,448		474,000	948,450	1,355,065
Employment					
Fulltime	199		143	190	223
Parttime	13		7	10	18

Table 19
All Stations
Revenue Size $25 - 35 Million

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,134,492	3.3	172,179	1,270,053	1,662,911
Nat'l/Reg'l Advertising	19,193,104	55.3	15,651,367	19,161,800	22,418,650
Local Advertising	14,399,621	41.5	12,864,169	14,257,245	16,682,283
Total Time Sales	**34,793,136**	**100.0**	**32,406,552**	**35,086,072**	**37,387,156**
Agency & Rep Commissions	5,957,436		5,514,378	5,995,885	6,396,144
Other Revenue	370,831		135,050	281,208	598,748
Total Net Revenue	**29,207,604**		**26,756,122**	**29,560,112**	**30,737,800**
Departmental Expenses					
Engineering	1,842,563	9.7	1,118,459	1,788,678	2,457,649
Program & Production	6,290,411	33.0	4,147,858	5,690,635	8,241,922
News	3,547,149	18.6	2,736,817	3,613,735	4,475,444
Sales	1,725,217	9.1	1,181,039	1,639,827	1,846,367
Advertising & Promotion	1,362,653	7.2	852,000	1,192,991	1,696,774
General & Administrative	4,287,177	22.5	2,966,956	4,414,464	5,525,231
Total Expenses	**19,055,710**	**100.0**	**16,494,418**	**18,515,812**	**20,926,784**
Pre-Tax Profit	**10,152,434**		**7,547,206**	**10,111,252**	**13,021,358**
Selected Revenue Items -					
Total Political Advertising	55,237		17,183	44,525	74,502
Total Trade-Outs & Barter	724,666		236,743	694,482	1,107,150
Selected Expense Items -					
Total Salaries	6,579,057		4,451,675	6,474,339	8,051,220
Cost of Broadcast Rights	4,181,377		2,044,310	3,053,035	6,862,576
Music License Fees	422,905		306,829	405,262	551,496
Rating Services	301,877		219,134	283,533	316,247
Depreciation & Amortization	1,460,841		909,739	1,234,000	1,807,096
Interest	43,129		0	0	2,238
Utility Costs	213,518		140,945	186,553	261,006
Corporate Allocation Charges	705,471		52,458	575,517	1,118,647
Employment					
Fulltime	172		126	174	204
Parttime	13		6	13	18

Table 20
All Stations
Revenue Size $20 - 25 Million

24 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	874,850	3.3	186,504	870,155	1,253,916
Nat'l/Reg'l Advertising	13,509,566	51.7	11,927,938	13,754,475	14,731,832
Local Advertising	11,758,524	45.0	9,969,909	11,741,167	12,554,431
Total Time Sales	**26,142,940**	**100.0**	**24,121,404**	**25,533,268**	**27,796,264**
Agency & Rep Commissions	4,768,105		4,061,792	4,413,884	4,921,901
Other Revenue	525,531		124,515	255,183	872,517
Total Net Revenue	**21,900,368**		**20,694,604**	**21,702,072**	**22,948,696**
Departmental Expenses					
Engineering	1,557,738	9.1	1,000,608	1,330,752	1,731,376
Program & Production	5,341,921	31.0	3,260,764	4,349,791	6,138,797
News	2,337,651	13.6	1,588,217	2,332,900	2,685,169
Sales	1,513,224	8.8	1,125,624	1,356,271	1,692,082
Advertising & Promotion	844,483	4.9	656,466	884,344	1,038,549
General & Administrative	5,611,299	32.6	2,738,946	4,246,259	5,120,018
Total Expenses	**17,206,320**	**100.0**	**13,856,109**	**17,115,568**	**19,399,876**
Pre-Tax Profit	**4,694,048**		**2,406,436**	**4,759,794**	**7,556,849**
Selected Revenue Items -					
Total Political Advertising	35,986		4,700	18,351	47,926
Total Trade-Outs & Barter	608,736		294,126	583,857	842,054
Selected Expense Items -					
Total Salaries	4,968,057		4,042,027	4,724,856	5,513,443
Cost of Broadcast Rights	3,626,133		1,387,750	2,619,500	4,545,244
Music License Fees	304,322		234,116	299,498	358,254
Rating Services	245,951		163,607	232,194	278,473
Depreciation & Amortization	1,907,369		796,060	1,033,949	1,986,874
Interest	1,525,566		0	173	437,830
Utility Costs	183,141		138,205	162,997	215,286
Corporate Allocation Charges	360,393		0	262,200	551,942
Employment					
Fulltime	145		116	147	161
Parttime	11		6	10	14

Table 21
All Stations
Revenue Size $15 - 20 Million

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,026,042	5.0	763,593	981,094	1,428,513
Nat'l/Reg'l Advertising	10,328,873	50.6	9,233,394	10,259,176	11,773,344
Local Advertising	9,045,142	44.3	7,453,117	8,986,703	10,188,070
Total Time Sales	**20,398,882**	**100.0**	**18,860,028**	**19,772,688**	**22,801,810**
Agency & Rep Commissions	3,439,561		3,087,479	3,416,599	3,864,102
Other Revenue	245,807		112,169	186,572	333,675
Total Net Revenue	**17,205,128**		**15,799,626**	**16,708,192**	**19,010,268**
Departmental Expenses					
Engineering	1,102,024	8.7	872,095	1,045,797	1,334,081
Program & Production	4,119,637	32.4	2,748,184	3,284,290	4,032,184
News	1,962,451	15.4	1,545,821	2,121,112	2,375,288
Sales	1,189,678	9.4	997,486	1,186,790	1,324,482
Advertising & Promotion	643,862	5.1	424,608	518,133	738,761
General & Administrative	3,687,318	29.0	2,454,886	3,078,586	3,818,648
Total Expenses	**12,704,972**	**100.0**	**10,290,747**	**12,087,684**	**13,776,880**
Pre-Tax Profit	**4,500,156**		**2,872,173**	**5,708,008**	**7,662,369**
Selected Revenue Items -					
Total Political Advertising	87,767		5,420	27,000	185,964
Total Trade-Outs & Barter	382,946		124,723	221,089	479,144
Selected Expense Items -					
Total Salaries	4,126,904		3,361,069	4,117,305	4,601,982
Cost of Broadcast Rights	2,734,623		1,413,005	1,901,289	2,922,205
Music License Fees	264,491		182,485	241,471	346,049
Rating Services	216,462		164,672	201,121	233,723
Depreciation & Amortization	1,240,982		742,209	984,965	1,361,234
Interest	480,987		0	0	3,274
Utility Costs	166,849		125,018	154,002	211,576
Corporate Allocation Charges	353,938		90,676	299,611	475,574
Employment					
Fulltime	133		120	131	147
Parttime	10		4	10	15

Table 22
All Stations
Revenue Size $12 - 15 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	762,374	4.8	343,600	590,000	1,153,653
Nat'l/Reg'l Advertising	6,862,666	43.3	5,694,441	6,929,935	8,207,092
Local Advertising	8,217,607	51.9	6,790,107	8,334,613	8,898,660
Total Time Sales	**15,842,648**	**100.0**	**14,326,812**	**16,081,307**	**16,764,500**
Agency & Rep Commissions	2,762,447		2,188,699	2,580,478	2,859,237
Other Revenue	439,744		148,640	275,748	386,117
Total Net Revenue	**13,519,945**		**12,841,912**	**13,524,736**	**14,188,876**
Departmental Expenses					
Engineering	994,857	9.9	676,882	907,888	1,219,337
Program & Production	3,015,870	29.9	2,129,075	2,472,409	3,373,306
News	1,470,367	14.6	923,893	1,580,794	1,933,299
Sales	1,174,921	11.7	894,928	1,152,466	1,475,723
Advertising & Promotion	472,201	4.7	318,222	411,750	579,346
General & Administrative	2,952,265	29.3	2,103,016	2,807,315	3,835,935
Total Expenses	**10,080,483**	**100.0**	**8,856,939**	**9,736,410**	**11,828,800**
Pre-Tax Profit	**3,439,462**		**2,234,887**	**3,415,846**	**5,129,000**
Selected Revenue Items -					
Total Political Advertising	94,713		7,987	46,549	197,480
Total Trade-Outs & Barter	399,980		143,375	292,498	451,432
Selected Expense Items -					
Total Salaries	3,443,490		2,707,042	3,409,000	4,049,745
Cost of Broadcast Rights	1,932,887		1,104,317	1,634,809	2,144,613
Music License Fees	189,530		127,491	191,994	220,298
Rating Services	152,804		102,959	149,578	195,528
Depreciation & Amortization	892,340		542,309	732,000	1,093,280
Interest	338,262		0	0	233,502
Utility Costs	154,034		106,922	150,648	189,692
Corporate Allocation Charges	312,208		0	169,005	450,838
Employment					
Fulltime	111		98	109	125
Parttime	11		6	10	18

Table 23
All Stations
Revenue Size $10 - 12 Million

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	814,568	6.4	533,870	688,679	1,073,019
Nat'l/Reg'l Advertising	5,961,551	46.9	4,883,330	5,860,265	7,232,228
Local Advertising	5,939,977	46.7	4,812,034	5,896,652	6,876,011
Total Time Sales	**12,716,097**	**100.0**	**12,128,769**	**12,701,028**	**13,247,452**
Agency & Rep Commissions	2,044,052		1,924,520	2,051,551	2,152,300
Other Revenue	248,412		106,501	185,335	305,082
Total Net Revenue	**10,920,457**		**10,404,577**	**10,908,440**	**11,499,771**
Departmental Expenses					
Engineering	730,259	8.7	540,850	687,342	880,529
Program & Production	2,414,048	28.8	1,686,105	2,214,076	2,571,538
News	1,185,474	14.1	950,105	1,269,688	1,480,506
Sales	968,982	11.6	807,378	937,849	1,131,193
Advertising & Promotion	389,595	4.6	286,907	334,004	448,300
General & Administrative	2,690,540	32.1	1,822,265	2,130,439	2,885,133
Total Expenses	**8,378,870**	**100.0**	**7,146,037**	**7,527,706**	**8,734,218**
Pre-Tax Profit	**2,541,586**		**2,164,060**	**3,221,001**	**4,147,538**
Selected Revenue Items -					
Total Political Advertising	37,901		2,623	24,463	77,798
Total Trade-Outs & Barter	276,589		120,259	183,065	408,661
Selected Expense Items -					
Total Salaries	2,795,263		2,497,041	2,895,781	3,222,550
Cost of Broadcast Rights	1,400,379		752,549	1,067,218	1,522,312
Music License Fees	169,661		126,018	152,911	197,455
Rating Services	139,362		90,684	134,756	156,397
Depreciation & Amortization	1,077,624		563,570	729,157	1,136,196
Interest	562,083		0	0	70,941
Utility Costs	143,648		113,942	138,235	165,443
Corporate Allocation Charges	224,276		7,500	198,000	388,329
Employment					
Fulltime	98		93	103	111
Parttime	8		5	8	14

Table 24
All Stations
Revenue Size $9 - 10 Million

16 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	761,714	7.1	581,869	694,201	993,949
Nat'l/Reg'l Advertising	5,170,528	48.0	4,671,102	5,081,033	5,515,311
Local Advertising	4,837,965	44.9	4,287,504	4,882,874	5,469,722
Total Time Sales	**10,770,208**	**100.0**	**10,556,777**	**10,773,295**	**11,053,371**
Agency & Rep Commissions	1,673,856		1,559,524	1,762,163	1,851,729
Other Revenue	266,728		79,460	249,934	451,022
Total Net Revenue	**9,363,080**		**9,226,410**	**9,319,426**	**9,529,859**
Departmental Expenses					
Engineering	685,875	8.8	453,800	712,414	936,299
Program & Production	2,144,184	27.4	1,512,785	1,865,309	2,533,761
News	1,171,339	14.9	945,572	1,260,485	1,490,424
Sales	838,066	10.7	658,502	762,664	975,519
Advertising & Promotion	343,168	4.4	187,767	326,703	418,526
General & Administrative	2,655,000	33.9	1,798,247	2,103,347	3,261,515
Total Expenses	**7,837,635**	**100.0**	**6,562,749**	**7,650,298**	**8,816,710**
Pre-Tax Profit	**1,525,444**		**529,375**	**1,712,857**	**2,923,758**
Selected Revenue Items -					
Total Political Advertising	43,853		135	24,463	77,798
Total Trade-Outs & Barter	278,176		84,998	183,065	408,661
Selected Expense Items -					
Total Salaries	2,842,221		2,626,092	2,825,478	3,369,873
Cost of Broadcast Rights	1,195,502		676,479	975,128	1,713,848
Music License Fees	145,842		115,390	150,561	186,745
Rating Services	128,307		74,525	130,177	173,249
Depreciation & Amortization	849,663		411,925	596,852	884,879
Interest	268,786		0	17,356	373,603
Utility Costs	160,158		114,068	140,352	209,060
Corporate Allocation Charges	251,448		0	0	385,800
Employment					
Fulltime	105		91	106	115
Parttime	9		3	7	10

Table 25
All Stations
Revenue Size $8 - 9 Million

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	644,463	6.4	374,893	551,169	987,247
Nat'l/Reg'l Advertising	4,255,867	42.3	3,357,685	4,344,176	5,061,054
Local Advertising	5,162,790	51.3	4,271,120	4,789,356	6,002,791
Total Time Sales	**10,062,121**	**100.0**	**9,529,408**	**9,890,066**	**10,195,825**
Agency & Rep Commissions	1,811,990		1,436,858	1,602,457	1,719,405
Other Revenue	253,658		90,906	235,506	391,286
Total Net Revenue	**8,504,239**		**8,188,021**	**8,508,851**	**8,834,008**
Departmental Expenses					
Engineering	639,576	8.7	459,474	549,091	674,921
Program & Production	1,540,208	21.0	1,066,605	1,293,260	1,773,471
News	841,239	11.5	649,761	876,002	1,110,197
Sales	901,558	12.3	769,885	827,026	1,034,342
Advertising & Promotion	287,185	3.9	92,267	175,251	420,476
General & Administrative	3,134,572	42.7	1,701,150	2,981,086	3,851,646
Total Expenses	**7,344,339**	**100.0**	**5,893,645**	**7,074,317**	**8,888,568**
Pre-Tax Profit	**1,159,899**		**(87,848)**	**1,635,700**	**2,324,566**
Selected Revenue Items -					
Total Political Advertising	34,161		29	16,635	46,940
Total Trade-Outs & Barter	261,127		72,529	147,075	367,342
Selected Expense Items -					
Total Salaries	2,255,686		1,886,518	2,233,226	2,595,312
Cost of Broadcast Rights	898,343		520,016	704,215	965,509
Music License Fees	128,005		83,073	109,609	169,602
Rating Services	100,595		73,422	95,361	132,074
Depreciation & Amortization	1,116,687		548,755	691,972	1,103,506
Interest	658,908		38	142,691	1,278,683
Utility Costs	129,587		81,687	120,194	161,414
Corporate Allocation Charges	146,090		0	100,000	291,716
Employment					
Fulltime	86		72	87	96
Parttime	7		4	6	10

Table 26
All Stations
Revenue Size $7 - 8 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	531,920	6.1	313,915	451,709	792,275
Nat'l/Reg'l Advertising	4,148,005	47.7	3,408,416	4,132,022	4,964,294
Local Advertising	4,014,765	46.2	3,461,389	3,953,596	4,699,880
Total Time Sales	**8,694,691**	**100.0**	**8,296,384**	**8,750,096**	**9,088,366**
Agency & Rep Commissions	1,387,241		1,266,272	1,381,392	1,516,496
Other Revenue	171,978		65,173	118,972	241,946
Total Net Revenue	**7,479,428**		**7,150,997**	**7,444,719**	**7,752,080**
Departmental Expenses					
Engineering	618,551	8.6	425,977	574,982	752,833
Program & Production	2,077,445	29.0	967,442	1,363,778	2,123,790
News	825,919	11.5	581,704	942,822	1,126,414
Sales	842,265	11.8	577,469	782,423	925,583
Advertising & Promotion	346,707	4.8	151,682	275,930	410,488
General & Administrative	2,445,808	34.2	1,712,583	2,074,741	2,790,562
Total Expenses	**7,053,249**	**100.0**	**5,415,063**	**6,658,785**	**8,154,292**
Pre-Tax Profit	**409,291**		**(537,121)**	**877,373**	**2,042,689**
Selected Revenue Items -					
Total Political Advertising	83,663		5,650	25,086	86,441
Total Trade-Outs & Barter	207,067		50,000	108,951	325,480
Selected Expense Items -					
Total Salaries	2,135,884		1,752,618	2,198,405	2,555,338
Cost of Broadcast Rights	1,423,605		338,900	690,057	1,424,789
Music License Fees	130,736		80,759	117,304	185,264
Rating Services	124,093		90,117	102,561	136,570
Depreciation & Amortization	850,958		350,606	691,905	1,115,385
Interest	298,314		0	51,514	304,346
Utility Costs	132,893		84,398	116,763	187,494
Corporate Allocation Charges	235,958		0	39,641	264,882
Employment					
Fulltime	110		73	85	95
Parttime	9		4	6	12

Table 27
All Stations
Revenue Size $6 - 7 Million

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	547,115	7.3	323,826	501,000	785,907
Nat'l/Reg'l Advertising	3,535,134	46.9	2,820,016	3,286,489	4,264,521
Local Advertising	3,459,007	45.9	2,758,454	3,387,147	4,229,706
Total Time Sales	**7,541,297**	**100.0**	**7,375,452**	**7,599,589**	**7,878,911**
Agency & Rep Commissions	1,180,619		1,077,000	1,171,434	1,332,576
Other Revenue	205,121		86,554	168,047	294,930
Total Net Revenue	**6,584,763**		**6,373,474**	**6,643,139**	**6,816,303**
Departmental Expenses					
Engineering	544,496	9.0	381,582	467,396	633,620
Program & Production	1,694,934	28.1	1,117,194	1,441,876	1,620,269
News	687,177	11.4	467,353	775,325	958,344
Sales	696,305	11.5	473,940	671,629	928,752
Advertising & Promotion	245,004	4.1	151,592	218,751	284,159
General & Administrative	2,165,110	35.9	1,287,240	1,599,929	2,227,730
Total Expenses	**6,033,029**	**100.0**	**4,684,355**	**5,495,244**	**66,384,372**
Pre-Tax Profit	**551,734**		**98,584**	**970,969**	**1,905,088**
Selected Revenue Items -					
Total Political Advertising	24,232		2,707	5,885	26,043
Total Trade-Outs & Barter	220,712		55,420	157,683	313,753
Selected Expense Items -					
Total Salaries	1,907,438		1,588,150	1,916,496	2,275,753
Cost of Broadcast Rights	1,085,680		462,815	626,018	1,130,446
Music License Fees	100,701		74,367	95,266	114,749
Rating Services	92,839		67,028	89,071	116,012
Depreciation & Amortization	800,729		321,582	590,876	1,023,277
Interest	430,350		0	3,547	269,404
Utility Costs	115,270		74,868	98,136	142,764
Corporate Allocation Charges	113,655		0	78,000	190,951
Employment					
Fulltime	77		67	79	88
Parttime	8		2	7	12

Table 28
All Stations
Revenue Size $5 - 6 Million

47 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	453,139	7.2	205,162	447,005	671,973
Nat'l/Reg'l Advertising	2,909,254	46.1	2,402,612	2,687,751	3,499,691
Local Advertising	2,947,326	46.7	2,657,690	3,056,000	3,333,974
Total Time Sales	**6,309,714**	**100.0**	**6,008,797**	**6,348,664**	**6,655,659**
Agency & Rep Commissions	977,044		869,470	1,008,807	1,104,420
Other Revenue	171,991		66,301	121,606	204,154
Total Net Revenue	**5,522,993**		**5,331,386**	**5,570,313**	**5,691,217**
Departmental Expenses					
Engineering	488,833	9.8	365,270	451,423	587,793
Program & Production	1,234,416	24.7	848,781	981,942	1,295,955
News	426,989	8.5	119,502	487,858	627,815
Sales	576,663	11.5	466,601	536,804	612,279
Advertising & Promotion	208,808	4.2	82,200	165,518	232,809
General & Administrative	2,064,121	41.3	1,267,498	1,957,462	2,315,075
Total Expenses	**4,999,833**	**100.0**	**3,817,336**	**4,706,838**	**5,354,187**
Pre-Tax Profit	**523,160**		**345,014**	**823,581**	**1,388,803**
Selected Revenue Items -					
Total Political Advertising	13,747		1,200	5,375	17,830
Total Trade-Outs & Barter	185,654		67,053	117,074	291,417
Selected Expense Items -					
Total Salaries	1,465,991		1,257,989	1,495,745	1,722,517
Cost of Broadcast Rights	543,788		189,969	337,196	635,634
Music License Fees	87,910		57,829	79,833	107,736
Rating Services	76,040		58,529	74,816	91,596
Depreciation & Amortization	804,144		335,359	587,453	1,060,686
Interest	366,703		0	10,802	305,890
Utility Costs	127,905		73,440	115,704	153,564
Corporate Allocation Charges	182,979		0	110,730	266,317
Employment					
Fulltime	65		56	65	74
Parttime	7		3	6	10

Table 29
All Stations
Revenue Size $4 - 5 Million

48 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	469,032	9.1	250,110	435,812	674,905
Nat'l/Reg'l Advertising	2,293,681	44.3	1,834,672	2,266,953	2,616,731
Local Advertising	2,410,240	46.6	2,019,699	2,431,981	2,749,627
Total Time Sales	**5,172,954**	**100.0**	**4,800,095**	**5,123,326**	**5,421,205**
Agency & Rep Commissions	831,818		649,101	780,964	900,225
Other Revenue	121,755		48,806	70,638	146,512
Total Net Revenue	**4,462,891**		**4,209,463**	**4,396,740**	**4,739,026**
Departmental Expenses					
Engineering	377,931	9.5	261,959	361,486	441,580
Program & Production	1,015,843	25.5	678,189	811,874	1,051,445
News	434,351	10.9	212,571	511,432	638,676
Sales	508,092	12.7	365,366	427,915	565,087
Advertising & Promotion	174,442	4.4	65,141	155,900	231,944
General & Administrative	1,474,732	37.0	1,018,268	1,423,330	1,670,401
Total Expenses	**3,986,227**	**100.0**	**3,223,768**	**3,886,106**	**4,284,140**
Pre-Tax Profit	**476,663**		**105,727**	**725,328**	**1,087,592**
Selected Revenue Items -					
Total Political Advertising	14,792		1,466	5,253	19,906
Total Trade-Outs & Barter	161,139		73,225	104,545	176,234
Selected Expense Items -					
Total Salaries	1,342,556		1,041,550	1,369,413	1,562,848
Cost of Broadcast Rights	520,790		249,011	357,394	522,715
Music License Fees	71,908		53,117	68,499	88,239
Rating Services	68,978		50,660	64,559	86,648
Depreciation & Amortization	486,030		261,635	389,405	635,073
Interest	229,993		0	19,837	344,791
Utility Costs	106,882		83,213	98,545	133,856
Corporate Allocation Charges	174,355		0	102,107	240,000
Employment					
Fulltime	61		50	60	71
Parttime	7		3	5	8

Table 30
All Stations
Revenue Size $3 - 4 Million

59 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	346,598	8.9	153,738	266,715	566,622
Nat'l/Reg'l Advertising	1,742,527	44.7	1,369,084	1,645,906	2,089,667
Local Advertising	1,812,996	46.5	1,413,867	1,865,047	2,164,134
Total Time Sales	**3,903,895**	**100.0**	**3,553,768**	**3,876,830**	**4,307,014**
Agency & Rep Commissions	554,300		444,508	556,634	655,467
Other Revenue	130,074		47,631	96,801	157,812
Total Net Revenue	**3,480,777**		**3,218,318**	**3,473,569**	**3,736,565**
Departmental Expenses					
Engineering	352,269	9.5	237,134	299,127	477,350
Program & Production	737,861	19.9	483,379	629,350	795,248
News	322,479	8.7	208,632	344,715	482,048
Sales	461,818	12.5	363,549	450,066	549,992
Advertising & Promotion	145,888	3.9	57,141	95,386	175,928
General & Administrative	1,685,218	45.5	950,372	1,314,331	2,376,959
Total Expenses	**3,679,361**	**100.0**	**2,843,752**	**3,581,415**	**4,163,069**
Pre-Tax Profit	**(198,584)**		**(766,849)**	**(24,920)**	**715,505**
Selected Revenue Items -					
Total Political Advertising	9,478		0	2,915	9,211
Total Trade-Outs & Barter	161,533		48,965	116,765	215,555
Selected Expense Items -					
Total Salaries	1,234,929		968,024	1,121,313	1,311,949
Cost of Broadcast Rights	488,246		154,103	259,993	485,756
Music License Fees	48,908		36,761	45,051	60,345
Rating Services	61,728		36,875	51,293	74,420
Depreciation & Amortization	536,573		261,000	437,400	818,980
Interest	438,287		20,773	214,639	812,966
Utility Costs	96,553		63,452	87,825	126,406
Corporate Allocation Charges	73,962		0	29,241	108,495
Employment					
Fulltime	52		45	52	60
Parttime	7		3	6	9

Table 31
All Stations
Revenue Size $2 - 3 Million

55 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	236,965	8.4	11,817	206,300	400,000
Nat'l/Reg'l Advertising	1,257,518	44.3	994,605	1,193,340	1,577,089
Local Advertising	1,341,597	47.3	1,050,000	1,318,417	1,611,215
Total Time Sales	**2,836,061**	**100.0**	**2,557,332**	**2,883,750**	**3,183,181**
Agency & Rep Commissions	416,188		304,866	401,350	493,000
Other Revenue	101,254		32,409	53,642	85,000
Total Net Revenue	**2,517,791**		**2,284,434**	**2,525,151**	**2,737,618**
Departmental Expenses					
Engineering	306,421	10.4	208,783	268,843	368,102
Program & Production	712,764	24.2	324,093	465,000	802,465
News	210,930	7.2	20,000	207,072	313,606
Sales	403,131	13.7	252,050	331,242	519,006
Advertising & Promotion	114,000	3.9	40,333	70,058	125,000
General & Administrative	1,198,040	40.7	749,000	998,899	1,570,617
Total Expenses	**2,913,824**	**100.0**	**2,022,525**	**2,583,145**	**3,335,746**
Pre-Tax Profit	**(404,732)**		**(875,014)**	**(117,732)**	**506,813**
Selected Revenue Items -					
Total Political Advertising	6,586		0	870	3,827
Total Trade-Outs & Barter	120,219		46,943	86,000	148,000
Selected Expense Items -					
Total Salaries	895,386		733,242	854,639	979,929
Cost of Broadcast Rights	417,618		108,271	175,000	442,174
Music License Fees	31,444		23,202	30,000	39,361
Rating Services	46,808		33,337	44,000	58,875
Depreciation & Amortization	438,282		226,734	336,440	562,920
Interest	338,686		0	175,824	519,499
Utility Costs	78,791		42,418	72,236	101,040
Corporate Allocation Charges	35,322		0	0	52,000
Employment					
Fulltime	44		36	43	53
Parttime	6		2	5	9

Table 32
All Stations
Revenue Size $1 - 2 Million

52 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	147,727	8.9	29,169	126,214	210,573
Nat'l/Reg'l Advertising	645,336	38.7	451,865	659,933	831,142
Local Advertising	872,427	52.4	655,473	817,637	996,217
Total Time Sales	**1,665,492**	**100.0**	**1,345,216**	**1,724,579**	**1,918,969**
Agency & Rep Commissions	225,873		155,460	197,206	259,427
Other Revenue	62,889		22,922	44,785	76,386
Total Net Revenue	**1,502,508**		**1,232,163**	**1,550,051**	**1,719,869**
Departmental Expenses					
Engineering	212,335	10.7	165,598	216,227	270,982
Program & Production	377,439	18.9	219,919	287,714	414,148
News	138,646	7.0	22,968	152,550	195,682
Sales	250,774	12.6	180,248	223,107	326,811
Advertising & Promotion	71,848	3.6	12,608	53,015	111,014
General & Administrative	942,057	47.3	618,748	825,320	1,134,002
Total Expenses	**1,980,258**	**100.0**	**1,514,856**	**1,916,419**	**2,198,047**
Pre-Tax Profit	**(477,749)**		**(798,796)**	**(365,107)**	**(660)**
Selected Revenue Items -					
Total Political Advertising	4,641		0	675	5,831
Total Trade-Outs & Barter	100,406		33,165	71,365	144,199
Selected Expense Items -					
Total Salaries	623,816		481,622	560,057	772,929
Cost of Broadcast Rights	180,264		50,724	118,986	237,710
Music License Fees	21,833		14,681	18,741	25,398
Rating Services	30,621		18,100	29,532	38,536
Depreciation & Amortization	336,791		173,305	279,419	447,376
Interest	229,702		11,925	168,736	411,294
Utility Costs	73,182		42,343	69,913	95,917
Corporate Allocation Charges	40,923		0	0	77,164
Employment					
Fulltime	34		28	32	40
Parttime	4		2	4	6

Table 33
All Stations
Revenue Size Under $1 Million

19 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	88,424	11.6	0	60,129	131,449
Nat'l/Reg'l Advertising	271,141	35.6	117,351	275,496	392,806
Local Advertising	401,363	52.7	260,062	407,110	539,011
Total Time Sales	**760,928**	**100.0**	**553,072**	**823,674**	**913,194**
Agency & Rep Commissions	70,170		34,803	74,032	89,156
Other Revenue	44,498		14,193	34,354	58,134
Total Net Revenue	**727,158**		**568,000**	**787,876**	**877,987**
Departmental Expenses					
Engineering	220,314	15.8	131,347	166,264	285,630
Program & Production	298,461	21.4	102,930	165,523	358,478
News	44,141	3.2	0	47,568	77,830
Sales	165,289	11.8	111,998	144,812	184,621
Advertising & Promotion	92,762	6.6	5,497	15,000	111,960
General & Administrative	574,453	41.2	297,408	423,613	684,179
Total Expenses	**1,318,302**	**100.0**	**795,352**	**974,337**	**1,414,803**
Pre-Tax Profit	**(591,143)**		**(902,918)**	**(152,814)**	**(10,034)**
Selected Revenue Items -					
Total Political Advertising	1,028		0	0	549
Total Trade-Outs & Barter	49,745		11,231	28,072	88,594
Selected Expense Items -					
Total Salaries	423,503		284,845	412,255	494,567
Cost of Broadcast Rights	283,675		40,212	191,053	274,468
Music License Fees	61,096		6,176	11,949	13,403
Rating Services	12,944		3,909	12,221	19,326
Depreciation & Amortization	213,528		87,252	146,060	290,367
Interest	115,396		450	26,651	103,364
Utility Costs	73,488		32,921	44,403	135,886
Corporate Allocation Charges	77,146		0	2,866	77,238
Employment					
Fulltime	25		16	24	35
Parttime	2		0	1	3

Table 34
Affiliate Stations
Nationwide

452 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	804,123	5.3	334,994	603,658	1,054,754
Nat'l/Reg'l Advertising	7,104,947	47.1	1,650,000	3,283,121	7,260,686
Local Advertising	7,175,401	47.6	1,868,094	3,475,341	8,256,103
Total Time Sales	**15,088,474**	**100.0**	**4,111,093**	**7,659,579**	**16,325,815**
Agency & Rep Commissions	2,319,211		588,645	1,148,955	2,427,000
Other Revenue	221,891		57,553	122,431	260,212
Total Net Revenue	**12,974,258**		**3,696,820**	**6,685,645**	**13,954,378**
Departmental Expenses					
Engineering	918,852	10.0	300,563	526,150	937,989
Program & Production	2,129,027	23.2	629,301	1,241,621	2,641,147
News	1,887,532	20.6	370,909	818,410	1,854,678
Sales	953,464	10.4	391,619	648,004	1,106,314
Advertising & Promotion	522,579	5.7	83,027	198,255	470,331
General & Administrative	2,762,414	30.1	1,189,119	1,943,642	3,114,067
Total Expenses	**9,165,547**	**100.0**	**3,270,469**	**5,449,050**	**9,866,773**
Pre-Tax Profit	**3,877,800**		**133,949**	**1,205,996**	**4,104,843**
Selected Revenue Items -					
Total Political Advertising	65,507		1,585	11,494	47,069
Total Trade-Outs & Barter	307,738		63,946	132,956	295,931
Selected Expense Items -					
Total Salaries	3,209,301		1,162,903	1,920,784	3,524,779
Cost of Broadcast Rights	1,083,399		204,313	536,856	1,452,931
Music License Fees	193,486		49,752	103,974	209,640
Rating Services	147,594		47,795	86,189	156,598
Depreciation & Amortization	888,683		339,079	659,704	1,046,687
Interest	384,391		0	1,856	203,895
Utility Costs	127,844		72,813	110,799	158,159
Corporate Allocation Charges	336,822		0	93,327	355,837
Employment					
Fulltime	102		56	81	119
Parttime	9		4	7	12

Table 35
Affiliate Stations
ADI Markets 1 - 10

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	2,288,929	2.9	1,482,052	2,000,509	2,773,198
Nat'l/Reg'l Advertising	36,071,668	46.1	26,374,558	34,090,000	45,693,344
Local Advertising	39,912,580	51.0	23,521,370	30,819,300	47,302,536
Total Time Sales	**78,318,200**	**100.0**	**54,177,260**	**77,477,096**	**92,702,080**
Agency & Rep Commissions	11,312,387		6,000,344	10,548,928	14,591,622
Other Revenue	556,338		126,237	224,082	625,237
Total Net Revenue	**67,562,152**		**45,051,368**	**64,111,648**	**81,039,080**
Departmental Expenses					
Engineering	4,476,893	11.1	1,395,089	3,006,888	6,807,228
Program & Production	8,764,374	21.7	5,278,751	8,572,116	11,753,993
News	12,455,456	30.8	6,343,662	8,884,889	17,204,116
Sales	3,568,458	8.8	1,721,819	3,068,883	4,276,909
Advertising & Promotion	3,335,571	8.3	1,736,314	3,025,083	5,071,850
General & Administrative	7,816,881	19.3	4,277,502	8,144,600	10,112,445
Total Expenses	**40,568,788**	**100.0**	**25,200,968**	**40,049,000**	**54,640,780**
Pre-Tax Profit	**26,993,368**		**14,576,167**	**25,034,268**	**41,281,500**
Selected Revenue Items -					
Total Political Advertising	494,318		53,112	199,200	518,000
Total Trade-Outs & Barter	1,560,781		729,922	1,397,000	2,423,422
Selected Expense Items -					
Total Salaries	15,021,011		7,912,959	13,360,000	22,919,000
Cost of Broadcast Rights	4,148,361		2,571,326	4,043,000	5,690,875
Music License Fees	994,151		680,601	981,920	1,245,499
Rating Services	854,813		400,525	766,421	1,315,982
Depreciation & Amortization	1,929,533		1,284,379	1,634,000	2,173,944
Interest	325,494		0	0	50,439
Utility Costs	286,168		159,865	274,502	371,468
Corporate Allocation Charges	1,933,339		607,000	1,793,000	2,508,372
Employment					
Fulltime	285		195	299	361
Parttime	10		2	11	15

Table 36
Affiliate Stations
ADI Markets 11 - 20

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,437,155	3.8	1,032,891	1,432,342	1,677,104
Nat'l/Reg'l Advertising	20,265,996	53.6	14,467,628	19,936,896	24,847,646
Local Advertising	16,132,902	42.6	12,557,936	15,257,300	19,969,914
Total Time Sales	**37,836,052**	**100.0**	**29,986,672**	**35,612,676**	**46,906,232**
Agency & Rep Commissions	6,061,150		4,958,747	6,100,038	7,573,429
Other Revenue	504,499		172,852	353,260	796,036
Total Net Revenue	**32,280,558**		**25,141,152**	**30,175,872**	**40,779,328**
Departmental Expenses					
Engineering	2,108,638	10.0	1,547,941	1,954,565	2,441,454
Program & Production	5,340,416	25.2	4,437,430	5,442,616	6,204,055
News	4,675,519	22.1	3,657,797	4,848,365	5,392,946
Sales	2,106,567	9.9	1,279,797	1,792,094	2,496,449
Advertising & Promotion	1,324,939	6.3	856,889	1,232,378	1,727,839
General & Administrative	5,616,615	26.5	3,987,454	5,101,512	5,875,061
Total Expenses	**21,172,698**	**100.0**	**17,982,380**	**20,697,070**	**23,698,544**
Pre-Tax Profit	**11,107,860**		**5,716,212**	**9,102,262**	**15,801,156**
Selected Revenue Items -					
Total Political Advertising	51,726		21,187	47,926	79,975
Total Trade-Outs & Barter	607,463		237,427	361,035	877,758
Selected Expense Items -					
Total Salaries	7,771,711		6,716,305	7,950,304	8,664,700
Cost of Broadcast Rights	3,024,784		2,252,221	2,905,000	3,894,578
Music License Fees	493,090		354,962	453,116	685,222
Rating Services	300,708		237,484	290,719	355,967
Depreciation & Amortization	1,457,579		1,064,565	1,405,252	1,774,322
Interest	589,433		0	0	10,955
Utility Costs	171,159		128,034	168,641	227,749
Corporate Allocation Charges	936,014		493,500	846,660	1,333,754
Employment					
Fulltime	193		173	192	216
Parttime	14		9	10	18

Table 37
Affiliate Stations
ADI Markets 21 - 30

24 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,096,251	3.9	840,084	985,750	1,232,757
Nat'l/Reg'l Advertising	14,479,635	51.4	10,943,666	13,215,996	18,104,438
Local Advertising	12,577,717	44.7	10,394,178	12,088,272	13,673,358
Total Time Sales	**28,153,604**	**100.0**	**23,224,720**	**26,278,470**	**34,124,668**
Agency & Rep Commissions	4,857,193		3,971,447	4,620,465	5,767,659
Other Revenue	370,596		84,765	203,355	530,530
Total Net Revenue	**23,667,006**		**19,408,332**	**22,421,232**	**28,986,128**
Departmental Expenses					
Engineering	1,549,033	9.7	1,123,051	1,323,550	1,733,531
Program & Production	4,329,170	27.0	3,426,282	4,037,602	4,842,336
News	2,798,131	17.5	2,300,820	2,481,952	3,445,917
Sales	1,275,271	8.0	987,923	1,144,472	1,589,689
Advertising & Promotion	916,125	5.7	618,539	791,000	1,055,322
General & Administrative	5,138,650	32.1	2,858,210	3,782,669	4,995,830
Total Expenses	**16,006,383**	**100.0**	**12,965,136**	**15,308,084**	**17,332,400**
Pre-Tax Profit	**7,660,624**		**5,196,082**	**7,078,423**	**11,905,656**
Selected Revenue Items -					
Total Political Advertising	44,637		0	35,805	72,962
Total Trade-Outs & Barter	437,358		120,470	254,729	727,249
Selected Expense Items -					
Total Salaries	5,363,617		4,295,716	5,106,047	6,308,941
Cost of Broadcast Rights	2,553,963		1,493,711	2,208,849	3,408,367
Music License Fees	353,449		251,143	336,199	423,295
Rating Services	244,516		201,298	255,933	280,318
Depreciation & Amortization	1,809,181		845,000	955,886	1,367,636
Interest	936,097		0	0	70
Utility Costs	209,429		143,272	171,845	216,030
Corporate Allocation Charges	514,694		82,440	292,811	805,046
Employment					
Fulltime	152		130	157	163
Parttime	10		7	9	14

Table 38
Affiliate Stations
ADI Markets 31 - 40

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,029,255	5.9	704,481	962,859	1,245,561
Nat'l/Reg'l Advertising	8,280,368	47.7	6,239,171	8,275,539	10,812,369
Local Advertising	8,054,945	46.4	6,195,545	8,378,972	10,305,542
Total Time Sales	**17,363,236**	**100.0**	**12,747,386**	**17,747,144**	**22,234,916**
Agency & Rep Commissions	2,841,368		2,097,533	2,918,405	3,543,193
Other Revenue	283,701		95,219	238,874	335,917
Total Net Revenue	**14,805,568**		**10,783,651**	**15,406,916**	**18,615,032**
Departmental Expenses					
Engineering	928,088	8.1	604,483	823,232	1,208,939
Program & Production	2,986,696	26.2	2,615,743	3,073,732	3,403,672
News	2,082,829	18.2	1,588,348	2,269,115	2,641,798
Sales	1,144,278	10.0	845,858	1,094,669	1,293,020
Advertising & Promotion	614,107	5.4	387,814	503,203	578,399
General & Administrative	3,661,026	32.1	2,295,548	2,862,493	3,828,597
Total Expenses	**11,417,026**	**100.0**	**8,825,532**	**10,892,196**	**12,774,835**
Pre-Tax Profit	**3,388,542**		**909,221**	**3,132,921**	**6,503,425**
Selected Revenue Items -					
Total Political Advertising	86,285		0	18,351	194,702
Total Trade-Outs & Barter	421,091		150,343	274,501	457,263
Selected Expense Items -					
Total Salaries	3,872,698		3,361,069	3,886,696	4,729,702
Cost of Broadcast Rights	1,680,343		1,288,292	1,716,860	2,147,781
Music License Fees	229,038		162,542	197,760	300,790
Rating Services	180,519		159,254	174,000	203,914
Depreciation & Amortization	1,239,853		777,484	966,370	1,697,347
Interest	708,835		0	0	362,516
Utility Costs	164,953		128,316	156,572	175,097
Corporate Allocation Charges	248,009		0	218,140	450,308
Employment					
Fulltime	129		117	129	149
Parttime	9		3	9	14

Table 39
Affiliate Stations
ADI Markets 41 - 50

33 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,123,477	8.3	505,376	839,893	1,685,306
Nat'l/Reg'l Advertising	6,351,433	46.9	4,028,455	5,822,848	8,628,694
Local Advertising	6,079,211	44.9	3,543,315	5,475,503	8,612,844
Total Time Sales	**13,554,122**	**100.0**	**8,962,211**	**13,020,525**	**18,160,122**
Agency & Rep Commissions	2,194,526		1,516,189	2,057,475	2,976,283
Other Revenue	167,190		57,188	122,171	221,555
Total Net Revenue	**11,526,786**		**7,680,757**	**11,505,410**	**15,556,018**
Departmental Expenses					
Engineering	740,267	9.6	548,468	761,408	883,915
Program & Production	2,089,234	27.1	1,543,452	2,306,325	2,594,593
News	1,248,854	16.2	734,794	1,281,789	1,677,803
Sales	856,590	11.1	495,788	874,962	1,131,193
Advertising & Promotion	311,161	4.0	195,163	313,863	408,067
General & Administrative	2,449,329	31.8	1,778,754	2,491,063	2,954,840
Total Expenses	**7,695,407**	**100.0**	**5,945,502**	**8,083,946**	**9,242,996**
Pre-Tax Profit	**3,831,379**		**1,154,045**	**3,342,244**	**5,667,028**
Selected Revenue Items -					
Total Political Advertising	68,705		6,174	20,685	116,580
Total Trade-Outs & Barter	222,046		113,315	147,257	292,835
Selected Expense Items -					
Total Salaries	2,826,805		1,831,126	2,900,474	3,518,639
Cost of Broadcast Rights	1,219,729		670,189	1,249,738	1,515,907
Music License Fees	182,590		120,590	166,700	212,759
Rating Services	148,197		134,079	147,837	165,132
Depreciation & Amortization	861,054		313,662	742,680	1,287,358
Interest	130,304		0	478	109,813
Utility Costs	141,111		113,192	139,263	164,245
Corporate Allocation Charges	293,014		0	187,662	355,837
Employment					
Fulltime	103		80	113	121
Parttime	8		5	6	11

Table 40
Affiliate Stations
ADI Markets 51 - 60

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	785,778	7.2	522,812	631,073	1,052,820
Nat'l/Reg'l Advertising	5,030,432	46.0	3,954,410	5,215,470	6,285,443
Local Advertising	5,117,840	46.8	3,404,492	5,528,000	6,609,149
Total Time Sales	**10,934,050**	**100.0**	**8,797,906**	**11,888,350**	**13,515,463**
Agency & Rep Commissions	1,736,911		1,466,951	1,914,866	2,117,769
Other Revenue	224,075		91,079	200,526	331,632
Total Net Revenue	**9,421,215**		**7,606,316**	**10,107,098**	**11,658,451**
Departmental Expenses					
Engineering	646,875	8.6	480,040	580,150	800,737
Program & Production	1,661,230	22.0	1,239,542	1,579,961	2,225,932
News	1,138,709	15.1	869,029	1,253,628	1,464,746
Sales	936,786	12.4	700,579	867,520	1,024,062
Advertising & Promotion	302,122	4.0	223,673	284,237	386,120
General & Administrative	2,879,473	38.1	1,465,509	2,078,222	2,932,128
Total Expenses	**7,565,198**	**100.0**	**5,663,850**	**7,109,000**	**8,244,668**
Pre-Tax Profit	**1,856,017**		**654,536**	**2,438,673**	**4,136,943**
Selected Revenue Items -					
Total Political Advertising	42,132		6,525	15,367	83,215
Total Trade-Outs & Barter	282,106		96,097	217,375	374,738
Selected Expense Items -					
Total Salaries	2,585,848		1,955,743	2,720,094	3,218,805
Cost of Broadcast Rights	892,628		486,102	879,080	1,286,629
Music License Fees	157,154		101,209	139,612	211,072
Rating Services	107,997		81,705	107,033	137,300
Depreciation & Amortization	1,140,254		474,628	702,609	1,332,917
Interest	1,130,580		0	33,620	1,128,546
Utility Costs	126,185		102,025	118,765	149,001
Corporate Allocation Charges	141,167		0	0	195,000
Employment					
Fulltime	126		85	98	109
Parttime	6		4	6	8

Table 41
Affiliate Stations
ADI Markets 61 - 70

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	768,953	7.3	452,662	566,666	1,009,190
Nat'l/Reg'l Advertising	4,824,367	45.5	3,177,913	4,513,727	5,620,752
Local Advertising	5,012,560	47.3	3,608,281	4,846,049	6,204,933
Total Time Sales	**10,605,881**	**100.0**	**7,946,523**	**10,147,668**	**12,633,230**
Agency & Rep Commissions	1,720,649		1,290,257	1,734,068	2,043,810
Other Revenue	208,199		75,680	145,993	329,018
Total Net Revenue	**9,093,431**		**6,912,526**	**8,979,882**	**10,837,681**
Departmental Expenses					
Engineering	704,803	9.5	462,414	613,339	962,701
Program & Production	1,940,006	26.1	1,537,039	1,872,111	2,217,710
News	1,230,586	16.5	936,402	1,195,840	1,490,424
Sales	821,445	11.0	521,431	745,147	932,112
Advertising & Promotion	321,083	4.3	161,954	306,907	428,894
General & Administrative	2,417,893	32.5	1,617,248	1,906,724	2,871,552
Total Expenses	**7,435,819**	**100.0**	**5,683,985**	**7,282,231**	**8,979,420**
Pre-Tax Profit	**1,657,611**		**297,374**	**1,552,627**	**2,790,050**
Selected Revenue Items -					
Total Political Advertising	54,489		1,435	23,835	82,200
Total Trade-Outs & Barter	207,276		99,152	144,608	262,608
Selected Expense Items -					
Total Salaries	2,681,167		2,212,548	2,609,677	3,152,441
Cost of Broadcast Rights	990,467		635,529	991,650	1,252,235
Music License Fees	151,776		101,933	149,148	173,038
Rating Services	125,680		106,992	127,781	139,338
Depreciation & Amortization	985,250		383,238	575,107	976,772
Interest	122,955		0	0	74,281
Utility Costs	149,099		104,577	145,002	186,492
Corporate Allocation Charges	172,336		0	147,962	311,040
Employment					
Fulltime	98		81	95	103
Parttime	13		7	10	20

Table 42
Affiliate Stations
ADI Markets 71 - 80

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	576,194	7.3	381,145	515,207	733,113
Nat'l/Reg'l Advertising	3,763,999	47.8	2,864,233	3,548,227	4,897,899
Local Advertising	3,526,527	44.8	2,482,689	3,536,928	4,239,233
Total Time Sales	**7,866,720**	**100.0**	**6,873,178**	**7,915,496**	**9,225,426**
Agency & Rep Commissions	1,283,282		1,046,031	1,261,185	1,648,972
Other Revenue	177,351		76,090	146,434	270,105
Total Net Revenue	**6,822,843**		**5,927,854**	**6,806,520**	**7,903,064**
Departmental Expenses					
Engineering	544,253	10.6	371,135	499,619	778,714
Program & Production	1,249,519	24.3	1,007,339	1,260,041	1,547,094
News	890,700	17.4	551,685	885,958	1,150,615
Sales	578,052	11.3	348,419	591,649	761,782
Advertising & Promotion	195,970	3.8	87,711	188,842	288,934
General & Administrative	1,673,836	32.6	1,272,433	1,503,360	2,128,064
Total Expenses	**5,132,333**	**100.0**	**4,079,716**	**5,192,971**	**6,373,263**
Pre-Tax Profit	**1,626,120**		**303,125**	**1,654,089**	**2,629,881**
Selected Revenue Items -					
Total Political Advertising	63,225		2,903	19,515	114,572
Total Trade-Outs & Barter	161,160		49,291	104,556	240,394
Selected Expense Items -					
Total Salaries	1,966,378		1,602,759	2,007,093	2,563,080
Cost of Broadcast Rights	590,271		298,049	534,790	800,098
Music License Fees	110,765		65,938	93,626	157,365
Rating Services	87,054		74,620	89,035	106,723
Depreciation & Amortization	605,012		304,986	577,294	750,762
Interest	63,182		0	5,003	108,137
Utility Costs	116,676		66,674	111,380	154,349
Corporate Allocation Charges	174,556		0	91,818	288,960
Employment					
Fulltime	80		67	79	97
Parttime	8		6	8	11

Table 43
Affiliate Stations
ADI Markets 81 - 90

22 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	749,695	10.6	402,907	647,183	1,058,441
Nat'l/Reg'l Advertising	2,972,438	42.0	2,012,749	2,797,146	4,328,690
Local Advertising	3,361,019	47.5	2,471,034	3,287,178	4,157,850
Total Time Sales	**7,082,245**	**100.0**	**5,061,125**	**6,916,054**	**8,967,030**
Agency & Rep Commissions	1,047,684		788,427	944,275	1,382,311
Other Revenue	144,728		70,212	110,266	207,554
Total Net Revenue	**6,179,289**		**4,374,309**	**6,046,468**	**7,846,651**
Departmental Expenses					
Engineering	515,543	10.3	270,824	413,785	680,237
Program & Production	1,023,195	20.5	720,007	973,315	1,199,289
News	718,702	14.4	375,735	653,135	1,053,206
Sales	591,233	11.8	386,659	578,500	787,425
Advertising & Promotion	233,006	4.7	90,210	165,158	275,339
General & Administrative	1,912,632	38.3	1,125,662	1,714,527	2,350,005
Total Expenses	**4,994,314**	**100.0**	**3,421,993**	**5,148,919**	**6,654,979**
Pre-Tax Profit	**1,184,975**		**674,479**	**932,619**	**1,781,351**
Selected Revenue Items -					
Total Political Advertising	21,608		2,411	12,492	24,196
Total Trade-Outs & Barter	122,694		44,365	116,765	190,177
Selected Expense Items -					
Total Salaries	1,774,990		1,200,083	1,621,906	2,414,621
Cost of Broadcast Rights	484,730		272,777	538,635	661,476
Music License Fees	96,651		68,966	96,985	113,503
Rating Services	89,344		83,087	89,988	95,572
Depreciation & Amortization	624,193		326,769	469,846	854,941
Interest	394,608		393	9,963	693,635
Utility Costs	109,856		81,811	107,911	126,202
Corporate Allocation Charges	285,884		6,783	201,000	297,316
Employment					
Fulltime	73		55	72	90
Parttime	10		5	8	12

Table 44
Affiliate Stations
ADI Markets 91 - 100

24 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	446,191	6.8	247,713	352,570	508,302
Nat'l/Reg'l Advertising	2,841,423	43.0	2,307,543	2,747,864	3,296,367
Local Advertising	3,314,402	50.2	1,890,955	2,698,937	4,402,922
Total Time Sales	**6,602,017**	**100.0**	**4,729,469**	**6,572,281**	**8,283,624**
Agency & Rep Commissions	1,022,144		724,328	964,233	1,222,101
Other Revenue	138,194		35,154	70,596	170,849
Total Net Revenue	**5,718,067**		**4,105,986**	**5,635,176**	**7,132,769**
Departmental Expenses					
Engineering	521,075	10.5	374,169	461,035	649,811
Program & Production	1,012,116	20.3	706,607	925,386	1,263,954
News	590,830	11.9	368,417	567,786	754,667
Sales	650,143	13.1	427,847	617,441	866,667
Advertising & Promotion	170,677	3.4	67,897	142,135	249,823
General & Administrative	2,036,492	40.9	939,149	2,075,381	2,620,941
Total Expenses	**4,981,335**	**100.0**	**3,556,932**	**4,610,701**	**6,500,625**
Pre-Tax Profit	**736,732**		**(232,499)**	**587,924**	**1,532,936**
Selected Revenue Items -					
Total Political Advertising	17,992		2,813	5,253	22,400
Total Trade-Outs & Barter	137,867		54,097	85,970	207,040
Selected Expense Items -					
Total Salaries	1,759,372		1,364,326	1,639,127	2,117,811
Cost of Broadcast Rights	454,539		242,623	369,083	771,819
Music License Fees	92,105		59,635	76,793	98,872
Rating Services	77,031		65,839	84,581	92,098
Depreciation & Amortization	702,156		338,902	546,307	1,014,327
Interest	455,967		0	77,063	906,519
Utility Costs	99,035		75,997	91,696	137,337
Corporate Allocation Charges	200,764		0	83,950	271,589
Employment					
Fulltime	73		63	70	83
Parttime	8		4	6	12

Table 45
Affiliate Stations
ADI Markets 101 - 110

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	533,100	7.4	310,739	463,504	683,753
Nat'l/Reg'l Advertising	3,021,404	42.0	2,152,293	2,710,915	3,765,187
Local Advertising	3,637,381	50.6	2,760,163	3,312,813	4,344,551
Total Time Sales	**7,191,886**	**100.0**	**5,854,314**	**6,742,739**	**8,205,939**
Agency & Rep Commissions	1,108,470		862,518	1,067,360	1,290,067
Other Revenue	193,897		77,177	146,027	315,221
Total Net Revenue	**6,277,659**		**4,908,699**	**6,039,746**	**7,212,077**
Departmental Expenses					
Engineering	496,968	8.6	325,634	460,535	577,649
Program & Production	1,117,633	19.4	808,002	1,041,729	1,396,437
News	712,711	12.3	551,140	681,838	829,952
Sales	752,645	13.0	488,882	679,347	876,467
Advertising & Promotion	213,781	3.7	116,574	180,890	267,244
General & Administrative	2,477,737	42.4	1,289,127	1,886,210	2,433,212
Total Expenses	**5,771,863**	**100.0**	**4,132,223**	**4,887,160**	**6,832,851**
Pre-Tax Profit	**505,796**		**(236,246)**	**464,534**	**1,805,223**
Selected Revenue Items -					
Total Political Advertising	13,204		2,625	7,097	26,146
Total Trade-Outs & Barter	163,798		85,915	120,598	195,827
Selected Expense Items -					
Total Salaries	1,907,816		1,465,918	1,847,527	2,079,674
Cost of Broadcast Rights	504,402		323,744	494,372	603,989
Music License Fees	99,460		56,779	88,302	125,935
Rating Services	68,044		53,995	65,825	78,069
Depreciation & Amortization	993,665		395,006	755,261	1,056,083
Interest	448,715		0	6,617	241,843
Utility Costs	124,984		71,557	118,790	152,132
Corporate Allocation Charges	189,420		0	49,000	248,460
Employment					
Fulltime	79		63	75	86
Parttime	9		4	7	12

Table 46
Affiliate Stations
ADI Markets 111 - 120

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	474,848	11.3	174,415	393,090	637,876
Nat'l/Reg'l Advertising	1,864,014	44.2	1,401,808	1,754,022	2,125,134
Local Advertising	1,880,171	44.6	1,242,591	1,565,417	2,405,390
Total Time Sales	**4,219,031**	**100.0**	**3,033,886**	**3,551,782**	**5,076,196**
Agency & Rep Commissions	619,493		403,146	502,576	833,879
Other Revenue	139,126		53,389	90,900	194,874
Total Net Revenue	**3,738,663**		**2,635,019**	**3,341,705**	**4,309,344**
Departmental Expenses					
Engineering	331,800	9.0	274,316	339,844	384,786
Program & Production	688,249	18.6	483,286	653,611	776,491
News	477,419	12.9	369,451	414,555	590,612
Sales	437,880	11.9	350,433	397,745	497,230
Advertising & Promotion	113,303	3.1	56,520	91,894	173,452
General & Administrative	1,642,367	44.5	989,369	1,404,291	2,008,093
Total Expenses	**3,645,965**	**100.0**	**2,840,458**	**3,394,344**	**4,054,895**
Pre-Tax Profit	**127,802**		**(720,242)**	**225,438**	**649,377**
Selected Revenue Items -					
Total Political Advertising	16,534		1,220	5,375	21,675
Total Trade-Outs & Barter	171,956		61,488	140,604	188,327
Selected Expense Items -					
Total Salaries	1,281,324		1,034,075	1,163,967	1,432,013
Cost of Broadcast Rights	269,902		197,734	282,579	342,806
Music License Fees	56,039		31,032	49,507	73,909
Rating Services	53,469		41,666	53,399	67,505
Depreciation & Amortization	533,984		232,360	473,016	633,316
Interest	322,806		0	41,568	372,927
Utility Costs	84,451		67,678	82,623	97,624
Corporate Allocation Charges	154,006		0	67,659	192,731
Employment					
Fulltime	59		53	59	64
Parttime	8		5	7	10

Table 47
Affiliate Stations
ADI Markets 121 - 130

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	448,329	10.2	226,065	279,832	635,782
Nat'l/Reg'l Advertising	1,700,500	38.8	1,086,851	1,633,029	2,117,564
Local Advertising	2,234,554	51.0	1,602,128	2,023,356	2,863,957
Total Time Sales	**4,391,866**	**100.0**	**3,093,089**	**4,202,523**	**5,407,152**
Agency & Rep Commissions	579,282		348,961	569,665	687,550
Other Revenue	143,771		44,391	91,710	167,981
Total Net Revenue	**3,933,112**		**2,645,341**	**3,736,565**	**4,883,405**
Departmental Expenses					
Engineering	295,277	8.6	212,071	283,031	376,139
Program & Production	708,902	20.7	466,014	677,696	797,820
News	482,902	14.1	268,048	438,271	667,754
Sales	498,048	14.6	291,079	457,740	565,694
Advertising & Promotion	98,023	2.9	46,122	87,704	156,801
General & Administrative	1,339,387	39.1	799,081	1,219,244	1,864,415
Total Expenses	**3,370,809**	**100.0**	**2,481,042**	**3,028,617**	**4,180,047**
Pre-Tax Profit	**562,303**		**(3,703)**	**552,447**	**1,189,204**
Selected Revenue Items -					
Total Political Advertising	7,077		363	4,960	9,491
Total Trade-Outs & Barter	120,124		57,865	86,457	144,065
Selected Expense Items -					
Total Salaries	1,531,544		870,568	1,167,631	1,624,097
Cost of Broadcast Rights	225,817		122,389	222,895	290,962
Music License Fees	66,568		33,927	48,492	90,292
Rating Services	46,478		32,859	40,000	63,739
Depreciation & Amortization	474,516		187,693	391,673	691,520
Interest	177,499		0	27,999	256,097
Utility Costs	84,332		67,587	86,848	96,951
Corporate Allocation Charges	133,218		0	55,302	231,785
Employment					
Fulltime	56		44	55	65
Parttime	6		3	5	8

Table 48
Affiliate Stations
ADI Markets 131 - 150

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	487,754	11.7	211,198	425,573	722,462
Nat'l/Reg'l Advertising	1,744,100	41.8	1,339,432	1,611,931	2,256,965
Local Advertising	1,937,886	46.5	1,212,093	1,911,581	2,702,068
Total Time Sales	**4,169,733**	**100.0**	**2,883,750**	**3,854,585**	**5,114,964**
Agency & Rep Commissions	577,728		421,995	563,749	732,477
Other Revenue	95,698		43,000	56,394	135,729
Total Net Revenue	**3,687,703**		**2,441,992**	**3,473,569**	**4,593,849**
Departmental Expenses					
Engineering	376,237	11.3	253,139	332,316	500,000
Program & Production	647,934	19.5	411,505	554,351	856,514
News	395,771	11.9	276,588	432,395	533,338
Sales	421,402	12.7	291,253	426,986	502,999
Advertising & Promotion	96,791	2.9	43,895	77,850	144,359
General & Administrative	1,378,926	41.6	776,458	1,233,062	1,977,614
Total Expenses	**3,317,114**	**100.0**	**2,415,031**	**3,277,149**	**4,075,337**
Pre-Tax Profit	**370,588**		**(333,716)**	**359,078**	**904,921**
Selected Revenue Items -					
Total Political Advertising	6,021		0	490	6,818
Total Trade-Outs & Barter	109,207		29,130	81,225	143,275
Selected Expense Items -					
Total Salaries	1,222,678		835,315	1,297,550	1,535,593
Cost of Broadcast Rights	263,163		137,602	235,000	355,152
Music License Fees	54,699		30,160	45,641	75,147
Rating Services	51,812		43,829	50,891	60,991
Depreciation & Amortization	545,745		261,000	405,000	819,709
Interest	264,882		0	26,601	507,444
Utility Costs	81,953		53,316	77,836	103,019
Corporate Allocation Charges	95,374		0	53,224	127,028
Employment					
Fulltime	56		44	53	67
Parttime	7		2	6	11

Table 49
Affiliate Stations
ADI Markets 151 - 175

33 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	413,797	12.1	210,099	363,904	653,631
Nat'l/Reg'l Advertising	1,441,787	42.0	827,918	1,147,657	1,886,064
Local Advertising	1,575,017	45.9	925,939	1,285,908	1,986,856
Total Time Sales	**3,430,602**	**100.0**	**2,099,023**	**2,942,142**	**4,984,758**
Agency & Rep Commissions	401,038		218,428	332,486	521,062
Other Revenue	116,089		23,909	63,833	116,858
Total Net Revenue	**3,145,653**		**1,975,289**	**2,684,000**	**4,543,418**
Departmental Expenses					
Engineering	275,077	10.5	186,328	255,650	336,528
Program & Production	519,848	19.7	324,690	496,603	670,784
News	305,605	11.6	162,251	292,763	453,368
Sales	345,879	13.1	202,782	357,257	489,881
Advertising & Promotion	62,150	2.3	13,419	59,174	88,653
General & Administrative	1,122,192	42.6	707,153	973,998	1,464,547
Total Expenses	**2,560,608**	**100.0**	**1,825,750**	**2,360,845**	**3,373,600**
Pre-Tax Profit	**600,984**		**(62,628)**	**543,243**	**1,080,408**
Selected Revenue Items -					
Total Political Advertising	13,495		1,237	4,190	18,467
Total Trade-Outs & Barter	73,765		30,394	58,596	117,719
Selected Expense Items -					
Total Salaries	980,620		690,089	889,219	1,325,886
Cost of Broadcast Rights	135,494		54,982	107,800	144,202
Music License Fees	52,867		26,025	39,879	74,367
Rating Services	33,028		23,929	34,645	38,802
Depreciation & Amortization	320,452		168,814	259,643	562,095
Interest	204,021		0	825	356,823
Utility Costs	78,248		38,829	65,573	100,578
Corporate Allocation Charges	39,101		0	0	58,239
Employment					
Fulltime	49		38	47	58
Parttime	7		2	5	11

Table 50
Affiliate Stations
ADI Markets 176 +

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	297,650	12.7	138,698	224,213	489,973
Nat'l/Reg'l Advertising	1,021,736	43.6	606,485	830,206	1,149,473
Local Advertising	1,026,521	43.8	639,859	865,606	1,323,868
Total Time Sales	**2,345,908**	**100.0**	**1,645,974**	**1,912,150**	**2,901,597**
Agency & Rep Commissions	291,828		165,653	234,252	343,471
Other Revenue	66,456		21,612	53,093	91,588
Total Net Revenue	**2,120,536**		**1,468,136**	**1,718,977**	**2,666,469**
Departmental Expenses					
Engineering	248,877	11.6	180,934	224,856	271,187
Program & Production	295,790	13.8	183,962	275,789	392,850
News	222,217	10.4	140,011	193,761	259,402
Sales	295,227	13.8	182,487	263,630	366,906
Advertising & Promotion	51,793	2.4	12,488	40,968	82,768
General & Administrative	1,014,220	47.6	483,906	807,599	1,341,875
Total Expenses	**2,131,699**	**100.0**	**1,408,537**	**1,954,072**	**2,316,823**
Pre-Tax Profit	**(11,162)**		**(515,841)**	**(52,801)**	**392,405**
Selected Revenue Items -					
Total Political Advertising	12,666		0	1,413	14,050
Total Trade-Outs & Barter	52,524		17,086	41,045	70,498
Selected Expense Items -					
Total Salaries	785,082		541,757	737,204	902,025
Cost of Broadcast Rights	62,093		23,406	50,724	104,226
Music License Fees	31,587		16,887	21,257	41,212
Rating Services	25,531		16,664	26,939	36,827
Depreciation & Amortization	391,466		194,303	281,117	486,056
Interest	250,078		450	147,899	434,664
Utility Costs	54,704		38,352	55,318	68,083
Corporate Allocation Charges	40,469		0	0	73,571
Employment					
Fulltime	40		30	36	46
Parttime	6		3	5	8

Table 51
Affiliate Stations
Revenue Size Over $40 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	2,311,877	2.9	1,430,685	1,965,400	2,759,000
Nat'l/Reg'l Advertising	36,708,780	46.5	26,751,490	34,090,000	43,920,704
Local Advertising	39,822,688	50.5	22,448,000	29,896,432	42,986,032
Total Time Sales	**78,825,928**	**100.0**	**54,358,424**	**74,433,000**	**92,026,000**
Agency & Rep Commissions	11,314,686		7,889,000	10,028,363	14,252,100
Other Revenue	687,586		207,675	340,773	895,000
Total Net Revenue	**68,198,832**		**45,504,708**	**63,986,240**	**77,133,968**
Departmental Expenses					
Engineering	4,430,856	9.6	1,645,754	2,781,684	6,383,009
Program & Production	8,676,859	27.8	5,391,451	7,675,543	11,712,998
News	11,953,729	23.3	5,659,313	7,867,731	16,718,346
Sales	3,623,305	9.0	1,993,288	3,068,883	4,322,958
Advertising & Promotion	3,271,096	7.1	1,728,297	2,658,243	4,857,201
General & Administrative	8,615,606	22.8	5,669,965	8,213,241	11,102,139
Total Expenses	**40,733,344**	**100.0**	**24,443,804**	**39,034,776**	**53,881,096**
Pre-Tax Profit	**27,465,484**		**15,515,093**	**24,589,000**	**39,541,432**
Selected Revenue Items -					
Total Political Advertising	448,437		43,025	82,762	488,651
Total Trade-Outs & Barter	1,483,269		653,350	1,090,223	2,351,844
Selected Expense Items -					
Total Salaries	14,644,071		8,054,938	12,094,960	21,549,308
Cost of Broadcast Rights	4,044,331		2,872,331	3,958,435	4,873,206
Music License Fees	998,256		723,582	946,607	1,208,052
Rating Services	800,867		340,454	632,961	1,276,931
Depreciation & Amortization	1,906,220		1,269,568	1,634,000	2,200,000
Interest	725,025		0	0	15,419
Utility Costs	274,306		154,755	268,255	362,694
Corporate Allocation Charges	1,809,306		700,750	1,163,875	2,284,701
Employment					
Fulltime	280		192	272	350
Parttime	10		2	9	13

Table 52
Affiliate Stations
Revenue Size $25 - 40 Million

27 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,487,106	4.0	1,123,905	1,487,101	1,707,500
Nat'l/Reg'l Advertising	19,850,790	53.7	15,326,110	19,215,952	23,798,534
Local Advertising	15,659,863	42.3	13,698,286	15,617,980	17,831,736
Total Time Sales	**37,066,120**	**100.0**	**32,542,834**	**35,920,488**	**40,399,096**
Agency & Rep Commissions	6,302,995		5,508,911	6,181,528	7,024,400
Other Revenue	364,367		132,000	215,034	610,015
Total Net Revenue	**31,128,606**		**27,811,216**	**30,249,456**	**33,934,000**
Departmental Expenses					
Engineering	1,892,143	9.6	1,121,343	1,911,912	2,537,358
Program & Production	5,458,653	27.8	4,041,863	5,410,566	7,012,602
News	4,574,367	23.3	3,427,000	3,980,472	5,158,900
Sales	1,780,776	9.0	1,172,231	1,638,654	1,962,400
Advertising & Promotion	1,401,217	7.1	844,559	1,248,735	1,744,331
General & Administrative	4,479,733	22.8	3,399,780	4,464,016	5,498,530
Total Expenses	**19,586,892**	**100.0**	**17,171,000**	**18,805,284**	**22,295,484**
Pre-Tax Profit	**11,541,713**		**7,901,000**	**11,297,456**	**14,751,334**
Selected Revenue Items -					
Total Political Advertising	87,918		36,340	59,617	88,075
Total Trade-Outs & Barter	733,563		235,658	488,291	1,156,757
Selected Expense Items -					
Total Salaries	7,279,887		6,016,925	6,970,087	8,552,926
Cost of Broadcast Rights	3,207,655		1,911,543	2,793,975	4,338,047
Music License Fees	465,723		355,658	455,000	581,245
Rating Services	267,813		205,956	280,800	298,909
Depreciation & Amortization	1,429,367		965,258	1,244,716	1,650,323
Interest	47,828		0	0	1,189
Utility Costs	215,467		143,454	185,657	258,294
Corporate Allocation Charges	970,967		336,000	760,000	1,531,746
Employment					
Fulltime	195		160	188	214
Parttime	13		7	12	17

Table 53
Affiliate Stations
Revenue Size $15 - 25 Million

47 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,188,475	5.3	854,603	1,040,058	1,510,902
Nat'l/Reg'l Advertising	11,171,441	49.5	9,270,004	10,907,675	12,849,421
Local Advertising	10,210,188	45.2	8,610,688	10,036,159	11,993,500
Total Time Sales	**22,569,254**	**100.0**	**19,545,188**	**22,801,810**	**24,909,888**
Agency & Rep Commissions	3,725,542		3,213,697	3,780,495	4,069,161
Other Revenue	317,387		113,907	213,120	352,691
Total Net Revenue	**19,161,098**		**16,512,956**	**19,187,842**	**21,583,432**
Departmental Expenses					
Engineering	1,275,916	9.3	872,095	1,146,325	1,428,517
Program & Production	3,547,577	25.8	2,850,413	3,381,906	4,048,437
News	2,477,274	18.0	2,069,229	2,333,886	2,624,758
Sales	1,299,538	9.4	985,360	1,178,920	1,417,718
Advertising & Promotion	653,655	4.7	466,753	568,460	822,939
General & Administrative	4,516,518	32.8	2,544,234	3,433,215	4,988,654
Total Expenses	**13,770,479**	**100.0**	**10,880,036**	**12,684,417**	**15,565,778**
Pre-Tax Profit	**5,390,620**		**3,463,895**	**5,746,242**	**7,714,990**
Selected Revenue Items -					
Total Political Advertising	78,698		5,987	41,807	130,568
Total Trade-Outs & Barter	375,251		124,941	243,304	574,714
Selected Expense Items -					
Total Salaries	4,714,920		3,870,648	4,521,416	5,386,641
Cost of Broadcast Rights	1,973,854		1,386,062	1,780,603	2,619,500
Music License Fees	287,375		205,290	300,996	353,420
Rating Services	222,110		165,132	204,529	258,175
Depreciation & Amortizatio	1,585,474		853,087	1,040,665	1,740,866
Interest	869,823		0	0	26,703
Utility Costs	168,321		132,421	155,308	193,858
Corporate Allocation Chargs	381,582		32,945	304,000	503,115
Employment					
Fulltime	144		126	142	157
Parttime	10		5	10	14

Table 54
Affiliate Stations
Revenue Size $12 - 15 Million

22 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	982,080	6.3	529,118	868,677	1,279,675
Nat'l/Reg'l Advertising	6,189,310	39.9	5,529,238	6,800,328	7,190,846
Local Advertising	8,332,247	53.7	6,960,954	8,492,432	8,893,625
Total Time Sales	**15,503,639**	**100.0**	**14,339,566**	**15,753,674**	**16,465,285**
Agency & Rep Commissions	2,418,377		2,126,118	2,466,855	2,712,418
Other Revenue	329,749		129,542	270,139	385,676
Total Net Revenue	**13,415,011**		**12,641,766**	**13,472,448**	**14,156,438**
Departmental Expenses					
Engineering	968,963	10.0	646,334	874,492	1,065,861
Program & Production	2,443,982	25.2	2,017,129	2,427,830	2,714,359
News	1,813,336	18.7	1,402,697	1,852,839	1,980,040
Sales	1,088,643	11.2	845,684	1,090,021	1,446,509
Advertising & Promotion	454,326	4.7	322,427	415,664	518,885
General & Administrative	2,925,088	30.2	2,137,702	2,716,751	3,418,102
Total Expenses	**9,694,341**	**100.0**	**8,101,256**	**9,246,196**	**11,781,834**
Pre-Tax Profit	**3,720,670**		**2,371,519**	**4,509,108**	**5,260,549**
Selected Revenue Items -					
Total Political Advertising	109,296		10,097	63,565	202,429
Total Trade-Outs & Barter	286,152		126,672	246,773	403,414
Selected Expense Items -					
Total Salaries	3,683,162		3,266,411	3,579,866	4,134,572
Cost of Broadcast Rights	1,439,448		1,027,638	1,474,639	1,748,251
Music License Fees	209,441		162,681	198,472	233,953
Rating Services	136,424		91,073	145,267	164,980
Depreciation & Amortization	947,543		610,403	797,046	1,217,386
Interest	286,618		0	0	130,993
Utility Costs	140,886		102,088	141,152	172,027
Corporate Allocation Charges	315,827		0	169,005	472,019
Employment					
Fulltime	119		104	117	126
Parttime	10		5	9	15

Table 55
Affiliate Stations
Revenue Size $10 - 12 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	955,011	7.5	610,805	742,577	1,121,845
Nat'l/Reg'l Advertising	5,650,950	44.5	4,851,730	5,684,830	6,429,148
Local Advertising	6,106,537	48.0	5,196,329	5,988,703	7,085,509
Total Time Sales	**12,712,499**	**100.0**	**12,126,820**	**12,734,026**	**13,242,322**
Agency & Rep Commissions	1,997,760		1,924,288	2,019,714	2,128,297
Other Revenue	237,581		129,428	178,719	303,199
Total Net Revenue	**10,952,320**		**10,461,410**	**10,891,038**	**11,519,602**
Departmental Expenses					
Engineering	761,566	9.3	557,719	778,811	905,577
Program & Production	2,118,367	26.0	1,656,371	2,078,506	2,413,455
News	1,341,648	16.5	1,160,125	1,333,293	1,545,403
Sales	950,621	11.7	772,878	935,335	1,107,943
Advertising & Promotion	339,180	4.2	248,457	325,377	411,850
General & Administrative	2,640,414	32.4	1,787,424	2,074,574	2,740,676
Total Expenses	**8,151,763**	**100.0**	**7,058,522**	**7,472,933**	**8,272,728**
Pre-Tax Profit	**2,800,556**		**2,441,966**	**3,223,434**	**4,181,378**
Selected Revenue Items -					
Total Political Advertising	42,543		2,623	10,853	50,250
Total Trade-Outs & Barter	244,573		100,362	160,549	363,558
Selected Expense Items -					
Total Salaries	2,980,968		2,701,334	2,927,347	3,342,657
Cost of Broadcast Rights	1,058,544		714,961	1,059,516	1,363,167
Music License Fees	179,555		135,380	158,747	218,922
Rating Services	127,123		88,736	134,660	150,407
Depreciation & Amortization	997,265		522,815	682,179	1,061,117
Interest	621,817		0	0	46,490
Utility Costs	140,167		113,942	132,865	161,472
Corporate Allocation Charges	231,311		5,994	207,154	401,993
Employment					
Fulltime	104		98	105	115
Parttime	9		6	8	14

Table 56
Affiliate Stations
Revenue Size $8 - 10 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	808,925	7.9	546,260	662,403	1,034,950
Nat'l/Reg'l Advertising	4,654,012	45.6	4,046,082	4,775,532	5,277,518
Local Advertising	4,741,972	46.5	4,230,606	4,633,513	5,394,462
Total Time Sales	**10,204,265**	100.0	**9,818,959**	**10,156,681**	**10,897,837**
Agency & Rep Commissions	1,598,876		1,477,304	1,630,057	1,793,726
Other Revenue	262,563		90,416	260,739	407,762
Total Net Revenue	**8,868,243**		**8,356,018**	**8,890,829**	**9,291,311**
Departmental Expenses					
Engineering	642,380	8.8	490,688	572,000	752,616
Program & Production	1,684,586	23.2	1,260,888	1,579,961	1,968,420
News	1,120,531	15.4	900,600	1,084,905	1,388,243
Sales	861,024	11.8	675,210	802,433	917,651
Advertising & Promotion	263,187	3.6	109,114	235,371	358,339
General & Administrative	2,698,983	37.1	1,700,728	2,140,600	3,173,991
Total Expenses	**7,270,693**	100.0	**5,966,779**	**6,961,500**	**7,897,213**
Pre-Tax Profit	**1,597,550**		**701,541**	**1,863,183**	**2,438,673**
Selected Revenue Items -					
Total Political Advertising	39,655		1,211	20,343	66,050
Total Trade-Outs & Barter	213,182		76,309	161,604	305,385
Selected Expense Items -					
Total Salaries	2,589,226		2,216,668	2,620,261	2,848,000
Cost of Broadcast Rights	869,348		538,846	791,333	1,097,328
Music License Fees	137,489		101,183	138,922	176,696
Rating Services	109,086		73,100	101,276	135,188
Depreciation & Amortization	1,028,794		457,800	659,704	893,031
Interest	384,626		0	7,821	675,000
Utility Costs	136,848		106,259	123,982	163,967
Corporate Allocation Charges	214,736		0	92,524	356,247
Employment					
Fulltime	98		86	94	110
Parttime	8		4	7	10

Table 57
Affiliate Stations
Revenue Size $7 - 8 Million

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	642,177	7.4	428,077	535,176	812,475
Nat'l/Reg'l Advertising	4,058,270	46.8	3,323,984	3,903,854	4,943,978
Local Advertising	3,975,980	45.8	3,438,694	3,863,171	4,580,193
Total Time Sales	**8,676,428**	100.0	**8,299,876**	**8,750,096**	**9,009,080**
Agency & Rep Commissions	1,377,031		1,296,279	1,372,588	1,501,109
Other Revenue	172,032		63,434	117,138	256,981
Total Net Revenue	**7,471,430**		**7,170,598**	**7,432,897**	**7,773,512**
Departmental Expenses					
Engineering	622,497	9.8	446,831	556,314	754,672
Program & Production	1,272,825	20.1	899,708	1,258,195	1,590,985
News	954,208	15.1	641,708	967,959	1,206,055
Sales	791,804	12.5	555,728	670,709	896,814
Advertising & Promotion	250,482	4.0	143,846	260,127	350,580
General & Administrative	2,430,882	38.4	1,676,458	2,074,741	2,832,288
Total Expenses	**6,322,701**	100.0	**5,303,156**	**6,145,110**	**7,288,868**
Pre-Tax Profit	**1,126,740**		**194,218**	**1,194,316**	**2,343,123**
Selected Revenue Items -					
Total Political Advertising	63,525		9,140	31,039	90,682
Total Trade-Outs & Barter	139,613		43,997	81,755	227,961
Selected Expense Items -					
Total Salaries	2,195,421		1,835,441	2,269,062	2,560,867
Cost of Broadcast Rights	683,800		338,062	585,514	937,644
Music License Fees	137,394		92,414	117,864	190,274
Rating Services	103,966		87,375	102,207	127,945
Depreciation & Amortization	769,096		339,705	475,186	1,029,610
Interest	323,410		0	51,514	224,062
Utility Costs	129,169		84,350	113,726	174,036
Corporate Allocation Charges	253,962		0	39,641	253,934
Employment					
Fulltime	122		78	86	97
Parttime	11		5	7	12

Table 58
Affiliate Stations
Revenue Size $6 - 7 Million

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	627,619	8.4	386,909	555,709	818,548
Nat'l/Reg'l Advertising	3,411,987	45.5	2,810,666	3,090,534	3,960,472
Local Advertising	3,452,697	46.1	2,739,901	3,431,244	4,161,531
Total Time Sales	**7,492,304**	**100.0**	**7,196,393**	**7,535,532**	**7,861,109**
Agency & Rep Commissions	1,133,152		1,026,400	1,146,230	1,271,644
Other Revenue	206,959		89,027	204,533	294,947
Total Net Revenue	**6,595,523**		**6,386,663**	**6,653,868**	**6,823,136**
Departmental Expenses					
Engineering	525,808	9.5	385,085	460,410	632,396
Program & Production	1,307,860	23.7	1,083,111	1,335,637	1,518,986
News	788,233	14.3	575,350	835,796	987,131
Sales	660,630	12.0	448,130	619,092	849,568
Advertising & Promotion	213,314	3.9	146,905	206,021	262,373
General & Administrative	2,031,407	36.8	1,277,597	1,481,899	2,148,387
Total Expenses	**5,527,254**	**100.0**	**4,429,179**	**5,336,234**	**6,146,890**
Pre-Tax Profit	**1,068,268**		**365,112**	**1,292,911**	**2,132,344**
Selected Revenue Items -					
Total Political Advertising	27,368		2,908	8,096	27,879
Total Trade-Outs & Barter	193,536		54,172	127,877	284,996
Selected Expense Items -					
Total Salaries	2,005,545		1,630,195	1,999,292	2,354,474
Cost of Broadcast Rights	675,104		456,583	591,272	911,470
Music License Fees	100,799		74,166	96,088	116,326
Rating Services	87,780		65,630	84,175	109,766
Depreciation & Amortization	776,560		318,497	531,712	883,820
Interest	250,656		0	0	105,761
Utility Costs	105,104		70,929	91,570	118,000
Corporate Allocation Charges	114,908		0	77,625	198,141
Employment					
Fulltime	82		71	80	93
Parttime	9		5	7	12

Table 59
Affiliate Stations
Revenue Size $5 - 6 Million

38 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	539,748	8.6	353,080	467,796	701,012
Nat'l/Reg'l Advertising	2,806,249	44.8	2,292,977	2,630,344	3,175,250
Local Advertising	2,915,892	46.6	2,555,751	3,067,116	3,348,007
Total Time Sales	**6,261,882**	**100.0**	**5,992,917**	**6,297,950**	**6,599,556**
Agency & Rep Commissions	924,831		854,130	975,506	1,049,235
Other Revenue	163,387		65,129	117,726	198,958
Total Net Revenue	**5,523,112**		**5,312,867**	**5,582,127**	**5,701,552**
Departmental Expenses					
Engineering	466,260	9.8	339,711	454,771	588,561
Program & Production	964,797	20.2	823,253	933,543	1,130,756
News	523,598	11.0	392,909	526,321	660,115
Sales	575,318	12.0	464,799	535,985	609,988
Advertising & Promotion	135,093	2.8	56,863	132,029	179,002
General & Administrative	2,110,822	44.2	1,307,017	1,967,538	2,305,242
Total Expenses	**4,775,891**	**100.0**	**3,799,755**	**4,669,398**	**5,264,295**
Pre-Tax Profit	**747,221**		**397,849**	**858,613**	**1,487,967**
Selected Revenue Items -					
Total Political Advertising	15,389		1,528	6,205	19,749
Total Trade-Outs & Barter	160,499		50,495	105,510	237,546
Selected Expense Items -					
Total Salaries	1,560,411		1,356,782	1,547,450	1,772,421
Cost of Broadcast Rights	359,130		199,305	323,648	606,854
Music License Fees	92,249		61,298	78,917	125,378
Rating Services	71,111		58,300	73,460	89,027
Depreciation & Amortization	846,839		362,225	637,626	1,108,631
Interest	357,264		0	5,414	219,944
Utility Costs	112,324		64,350	97,003	145,281
Corporate Allocation Charges	204,283		0	156,500	276,183
Employment					
Fulltime	69		63	67	76
Parttime	8		3	8	10

Table 60
Affiliate Stations
Revenue Size $4 - 5 Million

39 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	577,054	11.1	345,196	468,995	681,667
Nat'l/Reg'l Advertising	2,184,432	42.1	1,714,695	2,165,388	2,469,813
Local Advertising	2,431,899	46.8	2,021,990	2,447,966	2,756,342
Total Time Sales	**5,193,387**	**100.0**	**4,807,976**	**5,125,609**	**5,437,393**
Agency & Rep Commissions	822,342		645,967	777,242	862,018
Other Revenue	125,194		48,312	68,042	149,635
Total Net Revenue	**4,496,238**		**4,219,492**	**4,422,217**	**4,799,000**
Departmental Expenses					
Engineering	394,700	10.2	268,167	374,164	480,035
Program & Production	848,025	22.0	669,408	731,745	903,783
News	534,257	13.8	419,872	543,629	641,182
Sales	483,636	12.5	365,016	425,027	513,350
Advertising & Promotion	159,839	4.1	57,071	139,447	204,822
General & Administrative	1,438,062	37.3	1,006,767	1,410,512	1,599,957
Total Expenses	**3,858,779**	**100.0**	**3,207,268**	**3,696,580**	**4,230,400**
Pre-Tax Profit	**637,459**		**237,413**	**851,736**	**1,102,462**
Selected Revenue Items -					
Total Political Advertising	14,333		1,850	5,507	20,580
Total Trade-Outs & Barter	126,035		61,930	95,058	158,283
Selected Expense Items -					
Total Salaries	1,423,429		1,172,899	1,434,807	1,617,352
Cost of Broadcast Rights	364,274		247,225	313,284	440,244
Music License Fees	76,680		57,828	70,800	92,215
Rating Services	68,553		50,606	63,553	86,336
Depreciation & Amortization	509,719		276,691	405,000	681,954
Interest	183,814		0	1,186	119,688
Utility Costs	101,430		79,911	94,018	123,639
Corporate Allocation Charges	173,853		0	115,217	251,112
Employment					
Fulltime	65		56	63	72
Parttime	8		4	5	9

Table 61
Affiliate Stations
Revenue Size $3 - 4 Million

47 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	434,519	11.1	228,050	328,645	658,115
Nat'l/Reg'l Advertising	1,655,190	42.2	1,263,706	1,616,641	1,971,584
Local Advertising	1,830,311	46.7	1,413,867	1,865,047	2,170,958
Total Time Sales	**3,924,168**	**100.0**	**3,557,666**	**3,907,545**	**4,314,846**
Agency & Rep Commissions	531,647		436,389	535,046	642,516
Other Revenue	106,699		46,281	95,900	153,863
Total Net Revenue	**3,499,697**		**3,223,604**	**3,510,000**	**3,757,862**
Departmental Expenses					
Engineering	342,374	10.1	251,831	292,779	421,511
Program & Production	631,616	18.7	483,379	617,342	717,887
News	397,234	11.8	286,524	378,289	530,668
Sales	435,311	12.9	352,859	407,612	504,143
Advertising & Promotion	96,128	2.8	47,622	87,537	137,996
General & Administrative	1,470,666	43.6	927,368	1,196,614	2,092,310
Total Expenses	**3,341,159**	**100.0**	**2,775,532**	**3,269,581**	**4,047,694**
Pre-Tax Profit	**158,538**		**(414,979)**	**217,938**	**850,911**
Selected Revenue Items -					
Total Political Advertising	11,415		789	4,752	11,866
Total Trade-Outs & Barter	107,506		40,459	85,046	171,237
Selected Expense Items -					
Total Salaries	1,336,994		1,066,593	1,162,903	1,390,245
Cost of Broadcast Rights	247,682		138,201	229,486	289,841
Music License Fees	51,373		37,261	46,385	60,890
Rating Services	51,346		34,228	48,291	66,532
Depreciation & Amortization	523,791		221,118	413,166	806,381
Interest	368,222		588	145,547	676,854
Utility Costs	89,723		61,011	82,790	110,075
Corporate Allocation Charges	73,341		0	22,249	105,371
Employment					
Fulltime	54		49	54	60
Parttime	7		5	7	10

Table 62
Affiliate Stations
Revenue Size $2 - 3 Million

40 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	321,449	11.3	156,807	320,744	431,940
Nat'l/Reg'l Advertising	1,247,155	43.7	995,094	1,173,108	1,517,065
Local Advertising	1,286,406	45.1	1,056,250	1,274,535	1,556,973
Total Time Sales	**2,854,983**	**100.0**	**2,574,421**	**2,854,895**	**3,098,261**
Agency & Rep Commissions	384,345		304,704	394,929	458,282
Other Revenue	62,709		37,142	53,892	83,598
Total Net Revenue	**2,528,761**		**2,358,438**	**2,516,852**	**2,706,443**
Departmental Expenses					
Engineering	281,418	11.4	208,256	260,991	334,617
Program & Production	477,729	19.7	323,576	400,158	552,527
News	263,707	10.7	190,588	278,216	329,147
Sales	346,998	14.0	234,268	296,881	387,695
Advertising & Promotion	83,038	3.4	40,972	58,455	89,415
General & Administrative	1,022,493	41.3	658,868	973,949	1,244,491
Total Expenses	**2,466,844**	**100.0**	**1,960,401**	**2,400,769**	**2,943,054**
Pre-Tax Profit	**50,361**		**(333,629)**	**108,765**	**523,074**
Selected Revenue Items -					
Total Political Advertising	6,962		0	1,647	6,725
Total Trade-Outs & Barter	101,022		42,091	70,710	143,480
Selected Expense Items -					
Total Salaries	891,799		756,243	854,639	979,063
Cost of Broadcast Rights	164,671		95,900	129,101	235,000
Music License Fees	35,509		26,100	33,174	41,494
Rating Services	40,841		28,649	37,940	49,581
Depreciation & Amortization	368,396		222,854	264,819	512,846
Interest	196,970		0	31,755	372,927
Utility Costs	65,021		38,478	67,510	85,912
Corporate Allocation Charges	43,837		0	14,988	68,586
Employment					
Fulltime	46		39	44	53
Parttime	7		3	6	9

Table 63
Affiliate Stations
Revenue Size Under $2 Million

42 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	183,765	11.5	116,023	151,802	222,991
Nat'l/Reg'l Advertising	611,756	38.4	404,734	608,657	803,312
Local Advertising	795,656	50.0	624,422	723,469	956,969
Total Time Sales	**1,591,178**	**100.0**	**1,268,953**	**1,681,898**	**1,905,330**
Agency & Rep Commissions	219,656		147,152	191,306	236,937
Other Revenue	47,348		15,047	41,003	65,644
Total Net Revenue	**1,418,871**		**1,179,470**	**1,473,363**	**1,703,214**
Departmental Expenses					
Engineering	208,958	11.4	156,563	213,344	260,006
Program & Production	282,457	15.5	169,261	266,453	364,991
News	166,868	9.1	75,864	156,173	210,916
Sales	237,404	13.0	153,971	216,022	303,223
Advertising & Promotion	55,710	3.1	11,258	41,604	89,276
General & Administrative	874,933	47.9	421,483	733,147	1,168,857
Total Expenses	**1,814,404**	**100.0**	**1,231,089**	**1,686,925**	**2,187,762**
Pre-Tax Profit	**(395,533)**		**(703,883)**	**(215,662)**	**(608)**
Selected Revenue Items -					
Total Political Advertising	5,663		0	804	8,950
Total Trade-Outs & Barter	64,869		21,322	50,189	106,461
Selected Expense Items -					
Total Salaries	608,768		441,539	548,678	768,030
Cost of Broadcast Rights	106,400		44,991	74,559	137,066
Music License Fees	22,551		14,947	17,935	25,009
Rating Services	30,000		17,882	27,983	37,719
Depreciation & Amortization	326,971		135,087	298,641	459,198
Interest	220,219		0	120,762	461,424
Utility Costs	66,795		38,298	59,518	95,632
Corporate Allocation Charges	38,759		0	0	56,456
Employment					
Fulltime	34		27	33	40
Parttime	5		2	4	6

Table 64
Independent Stations
Nationwide

126 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile (25%)	Percentile (50% median)	Percentile (75%)
Network Compensation	26,835	0.2	0	0	0
Nat'l/Reg'l Advertising	7,067,996	45.1	1,417,922	3,201,799	9,548,348
Local Advertising	8,588,946	54.8	1,488,459	2,918,000	7,502,728
Total Time Sales	**15,683,778**	**100.0**	**2,869,268**	**6,557,054**	**17,590,608**
Agency & Rep Commissions	2,723,054		407,650	1,104,420	2,964,095
Other Revenue	291,630		56,373	127,867	308,298
Total Net Revenue	**13,149,724**		**2,549,761**	**5,430,441**	**14,010,324**
Departmental Expenses					
Engineering	892,780	7.7	275,842	472,900	966,774
Program & Production	5,589,937	48.2	825,557	2,030,447	6,691,677
News	504,128	4.3	0	7,391	373,142
Sales	1,130,830	9.7	433,541	739,031	1,279,032
Advertising & Promotion	668,012	5.8	128,579	371,512	916,232
General & Administrative	2,820,842	24.3	1,052,995	2,043,650	3,560,671
Total Expenses	**11,402,886**	**100.0**	**3,532,776**	**6,309,083**	**12,721,346**
Pre-Tax Profit	**1,746,838**		**(1,402,271)**	**2,145**	**2,134,899**
Selected Revenue Items -					
Total Political Advertising	31,501		0	1,300	10,543
Total Trade-Outs & Barter	535,421		147,050	312,476	616,228
Selected Expense Items -					
Total Salaries	2,339,396		724,000	1,211,724	2,792,790
Cost of Broadcast Rights	4,466,845		670,306	1,608,907	5,865,351
Music License Fees	165,834		24,929	65,964	190,242
Rating Services	233,449		45,985	102,747	228,629
Depreciation & Amortization	881,718		337,299	588,418	1,049,572
Interest	515,926		0	183,244	605,960
Utility Costs	162,390		93,431	142,734	209,972
Corporate Allocation Charges	204,031		0	69,605	240,000
Employment					
Fulltime	70		35	49	79
Parttime	6		1	3	8

Table 65
Independent Stations
ADI Markets 1 - 10

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	19,865	0.0	0	0	0
Nat'l/Reg'l Advertising	15,810,831	38.8	5,279,727	13,962,586	24,937,632
Local Advertising	24,921,524	61.2	4,144,873	10,976,346	38,719,328
Total Time Sales	**40,752,220**	**100.0**	**11,331,229**	**32,127,446**	**71,548,840**
Agency & Rep Commissions	6,789,618		1,624,482	5,406,540	14,265,634
Other Revenue	487,648		111,723	341,742	806,115
Total Net Revenue	**34,450,252**		**8,406,174**	**24,420,300**	**59,804,728**
Departmental Expenses					
Engineering	2,028,374	7.6	597,019	1,480,739	3,388,967
Program & Production	14,304,527	53.6	2,312,039	9,963,404	25,319,228
News	1,575,505	5.9	67,986	539,617	2,696,925
Sales	2,425,809	9.1	1,112,679	1,612,286	3,811,891
Advertising & Promotion	1,495,595	5.6	610,580	1,123,706	2,267,044
General & Administrative	4,835,290	18.1	2,091,146	4,429,227	6,179,850
Total Expenses	**26,566,070**	**100.0**	**9,575,206**	**18,799,092**	**41,273,076**
Pre-Tax Profit	**7,884,182**		**(348,519)**	**5,383,483**	**13,507,649**
Selected Revenue Items -					
Total Political Advertising	112,349		0	14,800	116,870
Total Trade-Outs & Barter	983,972		233,529	616,228	989,455
Selected Expense Items -					
Total Salaries	5,365,414		1,654,693	3,191,465	8,752,475
Cost of Broadcast Rights	11,325,011		2,000,000	8,544,548	15,484,944
Music License Fees	411,688		81,208	228,444	603,249
Rating Services	637,164		210,496	450,909	1,120,676
Depreciation & Amortization	1,611,858		696,289	933,783	2,136,785
Interest	269,297		0	15,000	270,297
Utility Costs	265,258		172,874	242,672	329,049
Corporate Allocation Charges	466,656		0	219,600	726,112
Employment					
Fulltime	126		59	97	211
Parttime	11		2	8	14

Table 66
Independent Stations
ADI Markets 11 - 20

19 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	6,383	0.0	0	0	0
Nat'l/Reg'l Advertising	9,699,853	58.2	3,666,598	9,687,165	15,576,759
Local Advertising	6,948,626	41.7	4,593,719	6,095,990	9,168,617
Total Time Sales	**16,654,862**	**100.0**	**8,502,095**	**17,982,684**	**23,898,184**
Agency & Rep Commissions	3,324,343		1,493,473	3,003,060	4,311,310
Other Revenue	475,119		104,294	233,850	553,134
Total Net Revenue	**13,791,933**		**7,112,916**	**13,426,277**	**20,906,200**
Departmental Expenses					
Engineering	956,547	7.7	540,350	955,242	1,239,633
Program & Production	6,151,711	49.6	4,019,855	5,349,396	8,885,000
News	526,343	4.2	0	396,800	995,000
Sales	1,256,647	10.1	939,569	1,251,182	1,643,034
Advertising & Promotion	860,203	6.9	531,479	926,976	1,151,270
General & Administrative	2,650,751	21.4	1,801,169	2,305,353	3,923,498
Total Expenses	**12,336,064**	**100.0**	**9,521,732**	**12,675,724**	**15,735,000**
Pre-Tax Profit	**1,455,868**		**(959,954)**	**1,251,056**	**2,848,965**
Selected Revenue Items -					
Total Political Advertising	24,486		0	6,090	10,747
Total Trade-Outs & Barter	659,442		228,749	438,158	966,272
Selected Expense Items -					
Total Salaries	2,543,245		1,811,800	2,098,892	3,450,000
Cost of Broadcast Rights	5,463,487		3,611,033	4,875,389	7,673,363
Music License Fees	181,600		45,448	179,417	271,050
Rating Services	185,373		137,970	183,644	240,819
Depreciation & Amortization	726,818		500,360	648,400	994,483
Interest	421,232		0	156,000	786,056
Utility Costs	166,781		107,693	175,532	215,286
Corporate Allocation Charges	171,827		0	100,020	291,900
Employment					
Fulltime	85		58	73	107
Parttime	10		1	6	16

Table 67
Independent Stations
ADI Markets 21 - 40

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	22,203	0.2	0	0	750
Nat'l/Reg'l Advertising	5,184,837	53.7	2,077,857	3,606,238	6,114,449
Local Advertising	4,443,426	46.0	1,783,991	3,062,553	7,196,235
Total Time Sales	**9,650,468**	**100.0**	**3,920,416**	**7,410,756**	**12,235,536**
Agency & Rep Commissions	1,753,889		693,509	1,384,457	2,340,995
Other Revenue	234,123		87,039	129,773	308,298
Total Net Revenue	**8,130,701**		**3,363,991**	**6,302,233**	**10,385,814**
Departmental Expenses					
Engineering	656,300	7.5	341,789	507,000	887,736
Program & Production	3,550,415	40.5	1,854,076	2,395,110	4,638,756
News	113,948	1.3	0	0	72,743
Sales	778,028	8.9	530,957	810,131	1,054,795
Advertising & Promotion	474,461	5.4	211,752	429,802	609,535
General & Administrative	3,189,763	36.4	1,595,800	2,727,751	3,545,845
Total Expenses	**8,762,916**	**100.0**	**4,994,160**	**7,668,521**	**10,380,368**
Pre-Tax Profit	**(632,214)**		**(2,550,316)**	**(701,337)**	**1,006,078**
Selected Revenue Items -					
Total Political Advertising	6,658		0	0	5,845
Total Trade-Outs & Barter	366,542		148,821	311,110	485,543
Selected Expense Items -					
Total Salaries	1,607,186		970,777	1,317,815	2,002,165
Cost of Broadcast Rights	2,768,152		1,372,663	1,664,019	3,690,789
Music License Fees	103,562		29,497	81,802	148,164
Rating Services	116,774		66,902	110,017	158,311
Depreciation & Amortization	874,562		364,795	669,868	1,122,254
Interest	1,223,203		0	653,936	1,746,689
Utility Costs	161,546		115,884	149,061	175,930
Corporate Allocation Charges	76,343		0	17,900	150,947
Employment					
Fulltime	57		39	53	62
Parttime	5		1	2	5

Table 68
Independent Stations
ADI Markets 41 - 80

30 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	39,824	0.9	0	0	0
Nat'l/Reg'l Advertising	2,558,881	54.8	1,536,300	2,521,622	3,156,373
Local Advertising	2,070,327	44.3	1,314,168	1,958,208	3,010,810
Total Time Sales	**4,669,033**	**100.0**	**3,230,246**	**4,762,589**	**6,031,100**
Agency & Rep Commissions	821,983		451,613	896,638	1,118,689
Other Revenue	171,741		38,108	76,434	142,185
Total Net Revenue	**3,904,211**		**2,450,526**	**4,010,431**	**4,963,981**
Departmental Expense					
Engineering	337,179	7.8	228,851	310,320	412,929
Program & Production	1,423,873	32.9	986,461	1,526,792	1,968,750
News	57,400	1.3	0	0	6,011
Sales	578,215	13.3	386,337	571,437	722,998
Advertising & Promotion	235,008	5.4	144,125	234,906	344,090
General & Administrative	1,700,058	39.2	808,161	1,599,186	2,316,114
Total Expenses	**4,218,178**	**100.0**	**3,463,813**	**4,275,206**	**4,798,030**
Pre-Tax Profit	**(313,966)**		**(1,345,975)**	**(38,882)**	**414,841**
Selected Revenue Items -					
Total Political Advertising	8,935		0	1,350	7,597
Total Trade-Outs & Barter	333,043		108,951	179,945	415,439
Selected Expense Items -					
Total Salaries	892,340		596,686	785,080	1,037,408
Cost of Broadcast Rights	1,024,016		287,501	1,096,624	1,555,557
Music License Fees	47,112		25,811	35,307	68,040
Rating Services	76,311		47,324	80,513	102,524
Depreciation & Amortization	561,104		310,239	416,760	757,224
Interest	416,762		99,293	352,705	552,356
Utility Costs	118,262		79,127	123,198	150,077
Corporate Allocation Charges	177,341		0	53,239	181,863
Employment					
Fulltime	41		34	38	44
Parttime	3		1	1	4

Table 69
Independent Stations
ADI Markets 81 +

22 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	42,146	2.1	0	0	1,576
Nat'l/Reg'l Advertising	956,768	47.0	383,425	718,357	1,068,196
Local Advertising	1,037,429	50.9	560,084	935,656	1,265,177
Total Time Sales	**2,036,344**	**100.0**	**974,918**	**1,664,864**	**2,580,841**
Agency & Rep Commissions	265,723		99,158	201,846	341,435
Other Revenue	89,249		20,624	52,112	126,863
Total Net Revenue	**1,859,869**		**1,020,324**	**1,527,506**	**2,210,191**
Departmental Expenses					
Engineering	261,592	9.3	173,174	216,227	313,723
Program & Production	813,388	28.9	250,181	637,498	1,123,368
News	34,902	1.2	0	0	44,516
Sales	356,154	12.7	155,716	308,320	545,255
Advertising & Promotion	140,237	5.0	64,191	111,014	239,517
General & Administrative	1,205,510	42.9	745,942	965,286	1,231,319
Total Expenses	**2,717,184**	**100.0**	**1,526,703**	**2,111,382**	**3,178,124**
Pre-Tax Profit	**(857,314)**		**(1,149,300)**	**(658,189)**	**40,279**
Selected Revenue Items -					
Total Political Advertising	878		0	0	825
Total Trade-Outs & Barter	229,084		95,554	164,046	263,655
Selected Expense Items -					
Total Salaries	677,439		473,790	577,022	952,281
Cost of Broadcast Rights	667,491		233,640	485,744	995,052
Music License Fees	27,127		6,850	14,631	30,762
Rating Services	36,982		14,558	32,908	48,262
Depreciation & Amortization	383,938		187,863	296,550	458,476
Interest	272,937		48,886	158,362	388,707
Utility Costs	82,088		48,013	81,814	109,751
Corporate Allocation Charges	58,558		0	50,000	85,000
Employment					
Fulltime	35		25	32	46
Parttime	3		1	3	4

Table 70
Independent Stations
Revenue Size Over $15 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	19,910	0.1	0	0	0
Nat'l/Reg'l Advertising	20,655,322	42.5	13,435,398	18,601,172	25,037,264
Local Advertising	27,908,526	57.4	9,016,852	14,071,000	41,730,552
Total Time Sales	**48,582,856**	**100.0**	**24,433,668**	**35,184,852**	**74,486,480**
Agency & Rep Commissions	8,105,879		4,172,175	5,945,744	14,334,422
Other Revenue	542,193		221,468	380,599	808,888
Total Net Revenue	**41,019,172**		**20,727,442**	**27,370,452**	**62,069,960**
Departmental Expenses					
Engineering	2,282,990	7.4	1,094,847	1,725,851	3,402,934
Program & Production	16,946,840	55.0	9,072,240	12,721,744	27,393,300
News	1,834,792	6.0	336,108	995,000	2,906,850
Sales	2,681,880	8.7	1,356,271	1,723,857	3,818,927
Advertising & Promotion	1,706,300	5.5	990,435	1,501,164	2,272,363
General & Administrative	5,370,373	17.4	2,545,710	4,463,885	6,987,720
Total Expenses	**30,824,176**	**100.0**	**16,420,322**	**19,711,242**	**45,854,048**
Pre-Tax Profit	**10,194,995**		**2,354,785**	**10,111,178**	**15,528,424**
Selected Revenue Items -					
Total Political Advertising	71,256		4,700	14,800	49,470
Total Trade-Outs & Barter	1,188,986		445,579	740,567	1,316,022
Selected Expense Items -					
Total Salaries	6,176,437		3,352,704	3,865,451	8,881,650
Cost of Broadcast Rights	12,653,266		7,055,385	8,888,330	15,446,217
Music License Fees	485,862		228,444	352,000	564,000
Rating Services	663,243		226,152	433,207	1,126,352
Depreciation & Amortization	1,626,606		687,677	915,501	1,904,937
Interest	490,550		0	0	89,228
Utility Costs	251,323		120,428	230,493	325,930
Corporate Allocation Charges	504,908		90,000	304,800	800,603
Employment					
Fulltime	147		96	118	213
Parttime	15		6	14	23

Table 71
Independent Stations
Revenue Size $5 - 15 Million

37 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	46,629	0.4	0	0	0
Nat'l/Reg'l Advertising	5,522,450	52.4	3,587,799	4,735,786	7,470,951
Local Advertising	4,968,140	47.1	3,063,182	4,301,426	5,468,608
Total Time Sales	**10,537,219**	**100.0**	**7,246,100**	**9,382,221**	**13,355,314**
Agency & Rep Commissions	2,129,702		1,322,403	1,602,862	2,392,888
Other Revenue	327,679		87,039	151,634	338,323
Total Net Revenue	**8,728,158**		**6,072,663**	**7,735,185**	**10,995,380**
Departmental Expenses					
Engineering	712,554	7.8	412,929	598,045	925,680
Program & Production	3,815,889	41.8	2,050,487	3,242,176	5,346,155
News	193,295	2.1	0	11,534	123,599
Sales	983,734	10.8	720,029	958,071	1,174,979
Advertising & Promotion	580,017	6.4	242,290	524,419	854,819
General & Administrative	2,834,192	31.1	1,690,810	2,503,233	3,868,067
Total Expenses	**9,038,603**	**100.0**	**7,114,715**	**9,282,278**	**11,041,330**
Pre-Tax Profit	**(310,444)**		**(2,550,316)**	**26,754**	**1,998,466**
Selected Revenue Items -					
Total Political Advertising	43,783		0	5,235	11,331
Total Trade-Outs & Barter	486,518		199,196	404,255	585,241
Selected Expense Items -					
Total Salaries	1,756,737		1,231,946	1,673,315	2,156,228
Cost of Broadcast Rights	2,950,071		1,301,221	2,631,581	4,511,943
Music License Fees	103,762		58,754	84,818	131,777
Rating Services	158,526		91,828	132,967	212,232
Depreciation & Amortization	928,081		511,528	841,189	1,113,942
Interest	633,321		1,782	234,669	987,935
Utility Costs	180,214		125,404	162,616	237,175
Corporate Allocation Charges	153,539		0	76,253	215,700
Employment					
Fulltime	64		49	58	70
Parttime	5		1	2	6

Table 72
Independent Stations
Revenue Size $2 - 5 Million

36 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	5,843	0.2	0	0	0
Nat'l/Reg'l Advertising	1,919,694	51.8	1,447,467	1,897,328	2,516,682
Local Advertising	1,781,625	48.1	1,473,918	1,753,759	2,153,515
Total Time Sales	**3,707,162**	**100.0**	**2,945,238**	**3,516,699**	**4,754,804**
Agency & Rep Commissions	640,725		430,047	608,297	872,796
Other Revenue	185,605		25,980	94,741	139,313
Total Net Revenue	**3,252,043**		**2,594,001**	**3,215,400**	**4,053,852**
Departmental Expenses					
Engineering	359,061	8.0	227,142	300,781	504,350
Program & Production	1,349,494	30.0	690,296	1,411,458	1,823,648
News	47,438	1.1	0	0	7,587
Sales	570,068	12.7	433,541	582,226	700,770
Advertising & Promotion	250,103	5.6	98,145	211,752	363,708
General & Administrative	1,919,028	42.7	1,018,572	1,647,887	2,447,871
Total Expenses	**4,488,526**	**100.0**	**3,314,259**	**4,217,062**	**5,415,521**
Pre-Tax Profit	**(1,236,482)**		**(2,064,205)**	**(906,521)**	**61,005**
Selected Revenue Items -					
Total Political Advertising	7,197		0	0	2,396
Total Trade-Outs & Barter	273,331		107,677	192,237	400,837
Selected Expense Items -					
Total Salaries	909,236		711,582	935,411	1,032,621
Cost of Broadcast Rights	1,206,797		606,497	1,240,564	1,629,562
Music License Fees	35,134		21,623	30,601	44,497
Rating Services	78,050		47,368	74,217	101,856
Depreciation & Amortization	545,002		282,820	437,718	838,512
Interest	617,332		214,931	428,718	775,000
Utility Costs	120,518		88,387	122,055	150,000
Corporate Allocation Charges	80,237		0	0	101,883
Employment					
Fulltime	41		35	39	45
Parttime	4		1	2	4

Table 73
Independent Stations
Revenue Size Under $2 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	37,718	3.1	0	0	2,000
Nat'l/Reg'l Advertising	480,677	39.2	160,778	496,100	741,496
Local Advertising	709,188	57.8	277,623	705,000	949,083
Total Time Sales	**1,227,584**	**100.0**	**789,798**	**1,196,273**	**1,680,882**
Agency & Rep Commissions	149,834		74,064	111,341	209,690
Other Revenue	83,662		29,275	56,768	102,566
Total Net Revenue	**1,137,244**		**633,019**	**1,121,539**	**1,543,692**
Departmental Expenses					
Engineering	236,696	11.4	165,948	216,961	291,047
Program & Production	542,007	26.2	235,642	358,478	781,544
News	20,147	1.0	0	0	29,700
Sales	225,773	10.9	129,782	203,291	324,252
Advertising & Promotion	131,201	6.3	18,258	102,144	188,857
General & Administrative	913,340	44.1	630,459	825,154	1,052,995
Total Expenses	**1,951,967**	**100.0**	**1,413,972**	**1,698,834**	**2,379,506**
Pre-Tax Profit	**(814,723)**		**(1,125,609)**	**(658,189)**	**(22,450)**
Selected Revenue Items -					
Total Political Advertising	423		0	0	450
Total Trade-Outs & Barter	143,376		79,961	115,189	213,097
Selected Expense Items -					
Total Salaries	536,659		403,417	484,756	670,559
Cost of Broadcast Rights	434,425		217,047	287,501	702,390
Music License Fees	51,889		5,543	10,188	22,337
Rating Services	20,804		7,515	17,139	33,170
Depreciation & Amortization	307,430		177,394	261,974	410,549
Interest	194,796		37,229	107,361	233,768
Utility Costs	91,762		45,042	81,600	139,496
Corporate Allocation Charges	60,180		0	50,256	81,119
Employment					
Fulltime	30		25	30	36
Parttime	3		0	2	4

Table 74
UHF Stations
Nationwide

203 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	176,341	2.5	0	45,516	318,326
Nat'l/Reg'l Advertising	3,549,173	51.2	1,022,452	2,181,458	3,801,434
Local Advertising	3,202,555	46.2	1,282,032	2,235,306	3,688,764
Total Time Sales	**6,928,069**	**100.0**	**2,512,772**	**4,781,579**	**7,771,740**
Agency & Rep Commissions	1,245,820		343,715	748,131	1,387,927
Other Revenue	188,373		44,188	87,039	181,419
Total Net Revenue	**5,848,255**		**2,219,104**	**4,109,729**	**6,597,742**
Departmental Expenses					
Engineering	500,405	8.6	249,960	402,260	597,459
Program & Production	2,060,142	35.5	439,485	947,682	1,903,828
News	322,640	5.6	0	124,536	538,386
Sales	648,005	11.2	336,743	548,970	813,832
Advertising & Promotion	311,155	5.4	84,083	176,571	394,873
General & Administrative	1,955,991	33.7	956,313	1,592,594	2,355,770
Total Expenses	**5,731,226**	**100.0**	**2,564,906**	**4,187,775**	**7,357,398**
Pre-Tax Profit	**131,817**		**(916,448)**	**2,145**	**924,376**
Selected Revenue Items -					
Total Political Advertising	21,180		0	3,080	15,363
Total Trade-Outs & Barter	274,162		83,792	164,013	358,350
Selected Expense Items -					
Total Salaries	1,410,895		726,973	1,181,250	1,771,756
Cost of Broadcast Rights	1,549,290		172,382	452,995	1,525,184
Music License Fees	79,688		24,797	54,093	93,042
Rating Services	102,250		36,767	73,460	113,239
Depreciation & Amortization	699,641		267,826	458,543	845,000
Interest	411,703		584	149,435	512,365
Utility Costs	146,862		92,499	134,634	179,308
Corporate Allocation Charges	139,224		0	45,400	174,000
Employment					
Fulltime	58		36	51	70
Parttime	5		2	4	8

Table 75
UHF Stations
ADI Markets 1 - 10

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	4,155	0.1	0	0	0
Nat'l/Reg'l Advertising	9,960,427	54.7	2,563,500	8,154,632	18,148,578
Local Advertising	8,244,912	45.3	2,554,150	5,951,242	11,146,108
Total Time Sales	**18,209,494**	**100.0**	**5,136,662**	**13,633,062**	**32,413,128**
Agency & Rep Commissions	3,592,545		871,521	2,283,206	5,878,480
Other Revenue	378,261		78,508	169,278	519,219
Total Net Revenue	**14,995,212**		**4,446,112**	**10,995,380**	**25,432,322**
Departmental Expenses					
Engineering	1,018,588	7.4	544,210	741,988	1,621,685
Program & Production	6,840,420	49.8	720,701	7,052,925	10,000,640
News	375,800	2.7	5,000	111,084	570,627
Sales	1,317,355	9.6	639,394	1,309,497	1,631,980
Advertising & Promotion	792,691	5.8	189,375	874,089	1,125,244
General & Administrative	3,396,598	24.7	1,599,714	2,933,793	4,727,716
Total Expenses	**13,592,953**	**100.0**	**7,599,718**	**12,979,814**	**18,907,080**
Pre-Tax Profit	**1,402,258**		**(3,189,070)**	**933,299**	**6,406,379**
Selected Revenue Items -					
Total Political Advertising	75,341		0	9,970	45,190
Total Trade-Outs & Barter	471,942		182,993	445,454	692,447
Selected Expense Items -					
Total Salaries	2,500,231		1,191,169	2,510,862	3,373,171
Cost of Broadcast Rights	6,047,243		911,967	6,880,634	9,067,284
Music License Fees	188,319		68,302	124,461	230,266
Rating Services	338,752		11,495	302,261	459,760
Depreciation & Amortization	1,386,280		580,058	750,661	2,436,607
Interest	321,530		0	152,622	341,029
Utility Costs	233,047		156,802	240,134	307,379
Corporate Allocation Charges	277,721		0	102,800	527,595
Employment					
Fulltime	81		43	76	114
Parttime	6		2	4	10

Table 76
UHF Stations
ADI Markets 11 - 25

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	24,650	0.2	0	0	0
Nat'l/Reg'l Advertising	6,160,380	54.2	2,474,476	4,147,247	10,457,247
Local Advertising	5,284,600	45.6	2,724,473	4,835,497	7,516,660
Total Time Sales	**11,369,631**	**100.0**	**4,820,924**	**10,616,107**	**18,724,616**
Agency & Rep Commissions	2,313,605		925,877	1,580,375	3,264,203
Other Revenue	405,553		95,909	162,506	427,040
Total Net Revenue	**9,449,179**		**4,465,191**	**8,874,114**	**14,417,902**
Departmental Expenses					
Engineering	762,056	7.8	422,682	736,493	1,041,738
Program & Production	4,456,396	45.4	1,795,510	4,170,114	6,055,218
News	305,894	3.1	0	47,525	629,525
Sales	968,795	9.9	578,659	1,045,259	1,259,223
Advertising & Promotion	757,244	7.7	317,368	837,014	1,111,981
General & Administrative	2,557,952	26.1	1,813,254	2,252,988	3,481,367
Total Expenses	**9,762,207**	**100.0**	**8,085,313**	**9,529,614**	**12,056,849**
Pre-Tax Profit	**(313,027)**		**(2,631,831)**	**21,457**	**1,696,739**
Selected Revenue Items -					
Total Political Advertising	21,123		0	29	7,537
Total Trade-Outs & Barter	537,184		175,748	410,382	690,766
Selected Expense Items -					
Total Salaries	1,955,970		1,265,580	1,838,789	2,462,446
Cost of Broadcast Rights	3,982,240		1,476,029	3,611,033	5,819,505
Music License Fees	122,351		27,081	77,637	238,204
Rating Services	135,475		78,198	145,592	180,429
Depreciation & Amortization	643,249		378,142	519,146	989,489
Interest	417,558		0	162,669	592,888
Utility Costs	198,349		153,026	197,478	236,728
Corporate Allocation Charges	83,473		0	0	161,536
Employment					
Fulltime	70		54	63	79
Parttime	7		1	4	7

Table 77
UHF Stations
ADI Markets 26 - 50

40 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	212,144	3.0	0	0	375,100
Nat'l/Reg'l Advertising	3,774,112	52.6	1,827,497	3,050,084	3,816,106
Local Advertising	3,190,282	44.5	1,735,986	2,697,327	3,326,868
Total Time Sales	**7,176,540**	**100.0**	**3,931,897**	**5,801,066**	**7,859,368**
Agency & Rep Commissions	1,290,029		644,659	1,088,067	1,546,952
Other Revenue	154,358		39,500	93,291	163,656
Total Net Revenue	**6,040,869**		**3,340,532**	**4,787,689**	**6,805,061**
Departmental Expenses					
Engineering	474,915	7.9	237,727	415,933	592,409
Program & Production	2,171,285	36.1	971,755	1,718,705	2,379,158
News	206,759	3.4	0	0	137,339
Sales	648,971	10.8	419,294	666,318	868,193
Advertising & Promotion	329,216	5.5	177,831	242,290	464,050
General & Administrative	2,182,813	36.3	994,978	1,778,283	2,884,992
Total Expenses	**6,013,961**	**100.0**	**3,928,466**	**5,083,175**	**7,571,511**
Pre-Tax Profit	**26,907**		**(1,398,353)**	**(218,466)**	**1,312,210**
Selected Revenue Items -					
Total Political Advertising	13,326		0	4,375	16,514
Total Trade-Outs & Barter	336,051		119,243	252,909	460,926
Selected Expense Items -					
Total Salaries	1,282,564		768,354	1,047,510	1,588,150
Cost of Broadcast Rights	1,675,367		556,382	1,370,885	1,942,077
Music License Fees	85,400		38,274	70,800	103,857
Rating Services	105,274		86,172	106,059	127,945
Depreciation & Amortization	790,067		323,800	606,276	1,146,358
Interest	650,563		25,631	352,705	775,000
Utility Costs	150,343		110,545	142,734	167,303
Corporate Allocation Charges	94,321		0	73,900	173,125
Employment					
Fulltime	52		36	46	59
Parttime	3		1	2	4

Table 78
UHF Stations
ADI Markets 51 - 75

28 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	208,638	3.7	0	11,817	353,224
Nat'l/Reg'l Advertising	2,959,043	52.0	1,693,437	2,682,511	3,541,281
Local Advertising	2,527,764	44.4	1,697,142	2,030,271	3,347,596
Total Time Sales	**5,695,447**	100.0	**3,461,079**	**5,206,501**	**6,725,190**
Agency & Rep Commissions	946,582		457,610	896,638	1,219,549
Other Revenue	167,340		28,809	73,935	116,660
Total Net Revenue	**4,761,390**		**2,309,896**	**4,289,225**	**5,650,256**
Departmental Expenses					
Engineering	426,493	8.8	302,028	445,077	587,793
Program & Production	1,250,869	25.7	726,428	1,363,778	1,655,504
News	400,176	8.2	0	188,000	657,597
Sales	640,810	13.2	382,750	586,093	723,707
Advertising & Promotion	214,388	4.4	106,000	208,000	332,533
General & Administrative	1,932,117	39.7	1,069,000	1,599,186	2,410,958
Total Expenses	**4,724,147**	100.0	**3,363,674**	**4,418,183**	**6,203,378**
Pre-Tax Profit	**37,243**		**(1,211,633)**	**(11,900)**	**1,152,670**
Selected Revenue Items -					
Total Political Advertising	22,790		0	2,883	19,331
Total Trade-Outs & Barter	327,664		101,382	156,850	369,512
Selected Expense Items -					
Total Salaries	1,352,281		640,837	1,116,436	1,930,688
Cost of Broadcast Rights	759,870		202,046	450,000	1,256,282
Music License Fees	63,287		28,010	52,760	93,557
Rating Services	76,813		57,526	82,747	102,595
Depreciation & Amortization	794,187		346,009	458,543	846,765
Interest	403,795		49,222	199,242	574,729
Utility Costs	143,172		93,328	134,495	198,232
Corporate Allocation Charges	202,480		0	59,319	255,000
Employment					
Fulltime	56		37	46	81
Parttime	5		1	3	9

Table 79
UHF Stations
ADI Markets 76 - 100

35 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	256,614	5.6	1,435	246,875	443,514
Nat'l/Reg'l Advertising	2,069,648	45.0	717,064	2,008,161	2,659,067
Local Advertising	2,271,193	49.4	1,171,452	2,164,075	3,030,954
Total Time Sales	**4,597,456**	**100.0**	**1,965,975**	**4,448,876**	**6,475,133**
Agency & Rep Commissions	751,538		268,286	717,221	992,300
Other Revenue	138,371		42,851	75,057	198,611
Total Net Revenue	**4,012,860**		**1,788,860**	**3,792,857**	**5,676,410**
Departmental Expenses					
Engineering	410,226	10.8	216,227	381,428	540,670
Program & Production	873,856	23.1	509,559	815,871	1,157,058
News	428,402	11.3	1,620	366,558	667,195
Sales	494,066	13.1	313,787	508,284	649,244
Advertising & Promotion	168,975	4.5	83,778	132,791	290,368
General & Administrative	1,405,554	37.2	896,045	1,320,191	2,019,749
Total Expenses	**3,781,081**	**100.0**	**2,756,518**	**3,648,018**	**4,773,045**
Pre-Tax Profit	**231,778**		**(413,327)**	**345,014**	**949,105**
Selected Revenue Items -					
Total Political Advertising	26,832		689	5,000	26,870
Total Trade-Outs & Barter	152,024		55,078	131,550	212,588
Selected Expense Items -					
Total Salaries	1,317,636		752,543	1,233,889	1,639,240
Cost of Broadcast Rights	449,158		171,019	372,699	672,749
Music License Fees	60,829		23,288	57,491	88,242
Rating Services	64,700		43,312	73,607	86,471
Depreciation & Amortization	492,088		249,286	401,405	684,820
Interest	291,981		0	75,631	415,354
Utility Costs	126,303		87,840	123,067	157,401
Corporate Allocation Charges	187,009		0	84,000	237,811
Employment					
Fulltime	57		40	54	69
Parttime	6		3	5	10

Table 80
UHF Stations
ADI Markets 101 -125

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	242,794	6.0	103,934	225,060	416,198
Nat'l/Reg'l Advertising	1,785,360	44.4	728,016	1,563,751	2,493,239
Local Advertising	1,994,871	49.6	935,267	1,608,610	2,984,045
Total Time Sales	**4,023,023**	**100.0**	**1,890,055**	**3,237,422**	**6,357,764**
Agency & Rep Commissions	598,363		291,327	464,782	1,043,931
Other Revenue	119,206		49,052	76,869	156,676
Total Net Revenue	**3,544,212**		**1,682,337**	**2,769,113**	**5,472,417**
Departmental Expenses					
Engineering	358,202	9.1	231,276	320,090	392,605
Program & Production	699,049	17.7	429,857	633,749	889,542
News	358,511	9.1	17,453	338,682	557,404
Sales	473,454	12.0	301,289	422,183	645,086
Advertising & Promotion	131,495	3.3	78,085	113,285	184,526
General & Administrative	1,933,362	48.9	974,819	1,306,784	2,165,839
Total Expenses	**3,825,134**	**100.0**	**2,111,382**	**3,394,344**	**4,504,672**
Pre-Tax Profit	**(253,595)**		**(875,014)**	**(185,053)**	**375,929**
Selected Revenue Items -					
Total Political Advertising	7,284		0	2,860	7,097
Total Trade-Outs & Barter	133,955		69,329	137,442	165,424
Selected Expense Items -					
Total Salaries	1,166,683		609,134	1,027,104	1,517,320
Cost of Broadcast Rights	321,959		204,080	272,943	384,997
Music License Fees	46,609		24,178	41,451	63,592
Rating Services	47,349		31,914	39,334	60,130
Depreciation & Amortization	705,401		243,912	397,597	829,650
Interest	435,320		19,279	123,239	362,571
Utility Costs	116,931		74,419	97,049	139,296
Corporate Allocation Charges	157,609		0	45,400	110,000
Employment					
Fulltime	56		33	55	67
Parttime	5		2	4	8

Table 81
UHF Stations
ADI Markets 126 +

33 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	169,906	6.2	73,395	137,588	208,180
Nat'l/Reg'l Advertising	1,170,934	42.9	524,842	887,710	1,779,431
Local Advertising	1,391,572	50.9	774,492	1,212,093	2,047,334
Total Time Sales	**2,732,413**	**100.0**	**1,570,574**	**2,204,680**	**3,677,629**
Agency & Rep Commissions	369,661		166,225	257,197	516,520
Other Revenue	101,053		37,498	55,978	89,077
Total Net Revenue	**2,463,805**		**1,426,884**	**1,969,594**	**3,244,762**
Departmental Expenses					
Engineering	310,284	12.8	208,597	265,255	424,207
Program & Production	413,596	17.1	263,516	389,456	514,754
News	239,845	9.9	66,031	194,551	435,292
Sales	342,849	14.1	222,731	328,889	479,321
Advertising & Promotion	74,181	3.1	24,535	66,257	120 902
General & Administrative	1,044,680	43.1	561,637	958,422	1,273,115
Total Expenses	**2,425,498**	**100.0**	**1,501,583**	**2,198,230**	**3,378,532**
Pre-Tax Profit	**38,307**		**(573,411)**	**(7,491)**	**380,335**
Selected Revenue Items -					
Total Political Advertising	6,395		0	2,090	10,322
Total Trade-Outs & Barter	94,140		31,577	65,000	143,480
Selected Expense Items -					
Total Salaries	882,767		538,027	778,470	1,337,181
Cost of Broadcast Rights	162,845		74,119	132,453	231,269
Music License Fees	36,361		17,250	23,450	41,693
Rating Services	35,524		26,351	36,551	44,309
Depreciation & Amortization	346,821		187,501	267,042	502,652
Interest	280,667		0	120,571	493,366
Utility Costs	104,628		68,229	103,019	135,878
Corporate Allocation Charges	38,865		0	0	52,449
Employment					
Fulltime	43		31	37	53
Parttime	5		2	5	8

Table 82
UHF Stations
Revenue Size Over $15 Million

14 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	90,102	0.3	0	0	690
Nat'l/Reg'l Advertising	17,133,638	58.4	12,059,888	16,858,024	21,389,660
Local Advertising	12,100,405	41.3	7,480,424	9,695,044	16,661,169
Total Time Sales	**29,324,144**	**100.0**	**19,202,624**	**29,491,848**	**35,513,416**
Agency & Rep Commissions	5,490,710		3,481,625	4,723,851	6,062,150
Other Revenue	367,520		88,250	176,643	624,547
Total Net Revenue	**24,200,954**		**16,020,352**	**21,788,140**	**29,725,480**
Departmental Expenses					
Engineering	1,334,731	7.0	906,294	1,284,341	1,747,888
Program & Production	10,510,127	55.3	7,551,826	9,739,262	12,868,930
News	817,032	4.3	71,618	566,975	1,451,376
Sales	1,680,555	8.8	1,290,311	1,439,747	1,888,545
Advertising & Promotion	1,145,541	6.0	896,495	1,138,635	1,589,767
General & Administrative	3,515,847	18.5	1,981,610	2,709,758	4,659,777
Total Expenses	**19,005,978**	**100.0**	**14,889,802**	**18,493,758**	**20,060,000**
Pre-Tax Profit	**5,194,977**		**1,280,256**	**4,822,946**	**9,400,794**
Selected Revenue Items -					
Total Political Advertising	24,668		8,015	20,000	40,675
Total Trade-Outs & Barter	803,674		386,118	720,531	930,175
Selected Expense Items -					
Total Salaries	3,590,113		2,940,245	3,352,704	4,589,988
Cost of Broadcast Rights	8,446,918		5,743,022	8,379,482	10,697,488
Music License Fees	281,879		217,755	253,611	328,933
Rating Services	392,222		154,893	267,948	749,002
Depreciation & Amortization	1,371,530		704,354	796,578	2,136,785
Interest	67,092		0	0	39,000
Utility Costs	280,545		229,702	271,044	332,046
Corporate Allocation Charges	308,462		0	156,345	481,379
Employment					
Fulltime	110		82	105	124
Parttime	9		4	7	14

Table 83
UHF Stations
Revenue Size $10 - 15 Million

13 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	163,275	1.1	0	0	162,166
Nat'l/Reg'l Advertising	8,043,839	54.3	7,051,035	8,155,339	9,142,800
Local Advertising	6,603,978	44.6	4,611,320	5,248,050	7,663,806
Total Time Sales	**14,811,093**	**100.0**	**12,838,556**	**14,005,212**	**16,290,110**
Agency & Rep Commissions	3,066,180		2,132,918	2,605,838	2,920,386
ther Revenue	570,350		141,817	275,748	722,218
Total Net Revenue	**12,315,263**		**10,995,380**	**12,224,000**	**13,613,260**
Departmental Expenses					
Engineering	818,270	8.2	569,177	685,267	1,089,698
Program & Production	4,104,024	41.1	1,528,710	3,115,542	6,622,314
News	552,078	5.5	20,861	100,169	1,085,168
Sales	1,193,084	12.0	880,027	1,118,752	1,284,346
Advertising & Promotion	536,650	5.4	304,297	419,579	845,850
General & Administrative	2,775,139	27.8	1,943,370	2,186,416	3,443,157
Total Expenses	**9,979,248**	**100.0**	**7,764,296**	**9,736,410**	**11,041,330**
Pre-Tax Profit	**2,336,015**		**1,446,521**	**3,207,799**	**4,141,357**
Selected Revenue Items -					
Total Political Advertising	60,591		4,556	9,062	127,583
Total Trade-Outs & Barter	628,401		201,015	366,618	1,067,457
Selected Expense Items -					
Total Salaries	2,405,363		1,749,379	2,213,564	2,864,497
Cost of Broadcast Rights	3,159,669		508,384	2,366,095	5,458,230
Music License Fees	115,802		74,450	125,595	142,645
Rating Services	185,274		80,877	149,600	269,365
Depreciation & Amortization	1,017,360		522,793	729,787	1,242,332
Interest	319,727		0	148,329	233,502
Utility Costs	184,195		146,236	180,350	238,495
Corporate Allocation Charges	244,480		0	169,005	282,000
Employment					
Fulltime	81		60	70	93
Parttime	8		2	5	12

Table 84
UHF Stations
Revenue Size $5 - 10 Million

55 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	275,670	3.5	0	330,000	456,900
Nat'l/Reg'l Advertising	3,833,074	48.6	2,820,016	3,683,584	4,770,635
Local Advertising	3,778,043	47.9	2,907,455	3,443,269	4,288,984
Total Time Sales	**7,886,788**	**100.0**	**6,557,054**	**7,397,505**	**9,363,299**
Agency & Rep Commissions	1,396,194		1,089,566	1,303,592	1,558,378
Other Revenue	210,761		77,485	124,434	317,554
Total Net Revenue	**6,714,966**		**5,586,377**	**6,312,139**	**7,870,514**
Departmental Expenses					
Engineering	603,123	8.6	432,689	530,669	629,519
Program & Production	2,161,221	30.7	941,805	1,600,315	2,350,281
News	464,464	6.6	0	514,019	818,410
Sales	760,192	10.8	545,000	671,629	917,651
Advertising & Promotion	378,827	5.4	165,518	261,606	524,419
General & Administrative	2,674,584	38.0	1,586,003	2,087,119	3,334,519
Total Expenses	**6,987,868**	**100.0**	**4,773,045**	**6,346,720**	**9,145,774**
Pre-Tax Profit	**(272,901)**		**(2,082,144)**	**527,695**	**1,267,560**
Selected Revenue Items -					
Total Political Advertising	41,687		1,200	10,355	20,339
Total Trade-Outs & Barter	256,640		84,863	165,623	405,786
Selected Expense Items -					
Total Salaries	1,736,799		1,366,685	1,684,181	2,018,719
Cost of Broadcast Rights	1,506,266		314,503	690,057	1,622,963
Music License Fees	97,413		60,948	83,914	111,717
Rating Services	110,029		77,128	92,829	128,308
Depreciation & Amortization	1,026,235		427,742	727,154	1,147,310
Interest	573,408		0	113,630	888,440
Utility Costs	188,069		134,715	171,989	241,186
Corporate Allocation Charges	200,686		0	128,072	245,852
Employment					
Fulltime	70		54	68	82
Parttime	6		2	5	10

Table 85
UHF Stations
Revenue Size $4 - 5 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	331,119	6.4	0	296,444	443,514
Nat'l/Reg'l Advertising	2,425,973	47.0	1,878,834	2,353,568	2,995,556
Local Advertising	2,405,102	46.6	2,021,990	2,415,997	2,756,342
Total Time Sales	**5,162,195**	**100.0**	**4,785,593**	**5,111,220**	**5,284,749**
Agency & Rep Commissions	917,005		689,243	788,782	992,421
Other Revenue	122,103		36,783	66,477	107,831
Total Net Revenue	**4,367,293**		**4,172,830**	**4,313,446**	**4,590,732**
Departmental Expenses					
Engineering	385,410	9.3	254,247	374,164	433,602
Program & Production	1,175,242	28.4	600,397	803,907	1,655,504
News	282,802	6.8	0	194,316	636,349
Sales	502,856	12.2	350,134	431,980	644,340
Advertising & Promotion	217,062	5.3	83,778	210,008	335,246
General & Administrative	1,567,725	37.9	1,052,120	1,526,622	1,734,770
Total Expenses	**4,132,404**	**100.0**	**3,335,198**	**4,034,230**	**4,511,008**
Pre-Tax Profit	**234,888**		**(107,844)**	**406,607**	**951,060**
Selected Revenue Items -					
Total Political Advertising	16,285		1,350	7,590	20,580
Total Trade-Outs & Barter	243,287		119,288	173,752	396,793
Selected Expense Items -					
Total Salaries	1,194,643		978,911	1,121,581	1,484,449
Cost of Broadcast Rights	725,175		228,408	381,006	1,139,316
Music License Fees	64,456		44,023	67,840	76,017
Rating Services	76,370		51,315	84,581	99,247
Depreciation & Amortization	460,537		247,825	343,903	588,506
Interest	427,105		1,258	290,810	647,388
Utility Costs	131,247		102,573	133,656	160,017
Corporate Allocation Charges	175,187		0	78,053	253,452
Employment					
Fulltime	55		43	49	62
Parttime	4		1	4	5

Table 86
UHF Stations
Revenue Size $3 - 4 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	161,355	4.1	0	160,638	285,245
Nat'l/Reg'l Advertising	1,801,621	45.9	1,262,364	1,845,123	2,220,356
Local Advertising	1,962,694	50.0	1,672,289	2,025,234	2,258,562
Total Time Sales	**3,925,670**	**100.0**	**3,521,320**	**3,916,014**	**4,358,705**
Agency & Rep Commissions	612,184		451,613	601,920	743,230
Other Revenue	149,022		49,324	89,000	155,837
Total Net Revenue	**3,462,508**		**3,153,385**	**3,455,859**	**3,753,512**
Departmental Expenses					
Engineering	392,135	9.9	243,486	341,186	538,436
Program & Production	865,698	21.9	456,803	716,174	1,079,483
News	237,903	6.0	0	255,245	451,309
Sales	502,208	12.7	406,801	507,576	618,100
Advertising & Promotion	189,522	4.8	80,000	134,738	216,740
General & Administrative	1,770,556	44.7	965,020	1,479,234	2,473,070
Total Expenses	**3,968,439**	**100.0**	**3,143,482**	**3,739,000**	**4,191,030**
Pre-Tax Profit	**(505,931)**		**(897,883)**	**(260,930)**	**414,051**
Selected Revenue Items -					
Total Political Advertising	5,084		0	2,540	3,901
Total Trade-Outs & Barter	222,381		80,948	177,313	343,732
Selected Expense Items -					
Total Salaries	1,072,868		796,051	1,082,651	1,372,964
Cost of Broadcast Rights	655,726		214,710	287,516	1,096,624
Music License Fees	44,536		27,716	43,146	60,112
Rating Services	73,501		41,292	54,659	98,335
Depreciation & Amortization	519,629		221,689	398,106	768,586
Interest	506,907		143,400	228,882	821,754
Utility Costs	121,572		87,324	125,622	154,576
Corporate Allocation Charges	43,854		0	1,000	47,778
Employment					
Fulltime	49		39	49	60
Parttime	5		1	5	8

Table 87
UHF Stations
Revenue Size $2 - 3 Million

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	66,426	2.4	0	12,706	128,787
Nat'l/Reg'l Advertising	1,235,529	44.5	843,797	1,296,670	1,660,859
Local Advertising	1,474,491	53.1	1,247,491	1,512,979	1,655,411
Total Time Sales	**2,776,444**	**100.0**	**2,456,700**	**2,800,436**	**3,222,369**
Agency & Rep Commissions	460,476		335,246	435,704	521,204
Other Revenue	151,969		24,555	53,518	107,120
Total Net Revenue	**2,467,936**		**2,161,485**	**2,490,728**	**2,741,990**
Departmental Expenses					
Engineering	335,080	9.5	221,744	284,027	404,869
Program & Production	971,650	27.5	391,581	666,716	1,692,502
News	145,889	4.1	0	68,330	247,164
Sales	498,155	14.1	297,387	482,357	666,550
Advertising & Promotion	156,528	4.4	42,542	92,846	183,535
General & Administrative	1,425,808	40.4	808,222	1,083,684	1,842,137
Total Expenses	**3,513,186**	**100.0**	**2,298,143**	**3,394,344**	**4,168,784**
Pre-Tax Profit	**(1,060,974)**		**(1,475,049)**	**(864,237)**	**61,541**
Selected Revenue Items -					
Total Political Advertising	4,527		0	0	2,208
Total Trade-Outs & Barter	165,696		85,586	143,401	209,831
Selected Expense Items -					
Total Salaries	878,433		714,721	802,164	972,703
Cost of Broadcast Rights	656,580		117,877	404,915	1,240,564
Music License Fees	28,055		19,665	27,646	36,885
Rating Services	56,420		34,750	45,787	80,717
Depreciation & Amortization	496,802		231,362	371,751	716,443
Interest	508,621		97,937	371,846	627,776
Utility Costs	102,670		72,236	93,431	126,201
Corporate Allocation Charge	6,262		0	0	47,700
Employment					
Fulltime	43		35	39	53
Parttime	4		2	3	5

Table 88
UHF Stations
Revenue Size Under $2 Million

43 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	72,687	5.3	0	38,500	125,390
Nat'l/Reg'l Advertising	512,024	37.2	288,531	465,626	757,760
Local Advertising	792,716	57.6	543,443	774,492	1,008,128
Total Time Sales	**1,377,427**	**100.0**	**960,972**	**1,355,664**	**1,839,938**
Agency & Rep Commissions	174,231		86,359	164,193	211,675
Other Revenue	67,107		23,131	53,845	79,000
Total Net Revenue	**1,254,282**		**904,800**	**1,241,050**	**1,624,584**
Departmental Expenses					
Engineering	218,831	11.5	160,530	216,227	275,970
Program & Production	396,100	20.7	20,155	277,228	431,797
News	80,882	4.2	0	28,600	155,605
Sales	244,367	12.8	147,982	223,107	326,337
Advertising & Promotion	97,067	5.1	17,500	66,257	121,738
General & Administrative	871,912	45.7	510,488	779,986	1,073,290
Total Expenses	**1,851,192**	**100.0**	**1,292,474**	**1,610,516**	**2,116,066**
Pre-Tax Profit	**(596,910)**		**(943,466)**	**(413,327)**	**583**
Selected Revenue Items -					
Total Political Advertising	3,249		0	0	1,835
Total Trade-Outs & Barter	112,396		46,810	97,916	161,258
Selected Expense Items -					
Total Salaries	578,110		435,482	518,269	660,191
Cost of Broadcast Rights	257,399		74,779	172,446	293,125
Music License Fees	37,390		9,614	15,698	23,450
Rating Services	26,496		14,558	26,351	37,508
Depreciation & Amortization	295,998		117,000	256,123	419,458
Interest	218,688		6,375	95,129	375,925
Utility Costs	91,004		53,943	89,051	132,658
Corporate Allocation Charges	55,274		0	0	77,238
Employment					
Fulltime	32		26	31	36
Parttime	3		1	2	4

Table 89
UHF Affiliate Stations
Nationwide

102 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	331,467	6.3	135,624	291,456	429,153
Nat'l/Reg'l Advertising	2,496,119	47.1	1,006,653	1,912,882	2,995,545
Local Advertising	2,473,788	46.7	1,270,254	2,123,045	3,236,607
Total Time Sales	**5,301,374**	**100.0**	**2,550,274**	**4,607,595**	**6,673,042**
Agency & Rep Commissions	851,922		355,579	697,578	1,103,104
Other Revenue	130,787		44,188	76,279	137,465
Total Net Revenue	**4,590,131**		**2,323,089**	**3,898,543**	**5,716,658**
Departmental Expenses					
Engineering	427,533	10.2	253,561	385,071	577,065
Program & Production	862,957	20.7	399,140	673,492	1,041,729
News	504,010	12.1	178,565	426,581	661,971
Sales	518,255	12.4	332,173	457,718	643,791
Advertising & Promotion	164,394	3.9	56,453	125,004	206,411
General & Administrative	1,694,415	40.6	913,816	1,326,315	2,128,507
Total Expenses	**4,171,587**	**100.0**	**2,392,633**	**3,613,883**	**4,846,756**
Pre-Tax Profit	**435,663**		**(373,755)**	**341,399**	**950,082**
Selected Revenue Items -					
Total Political Advertising	21,371		1,197	6,074	24,003
Total Trade-Outs & Barter	154,930		54,795	118,026	182,841
Selected Expense Items -					
Total Salaries	1,402,004		799,582	1,363,808	1,697,903
Cost of Broadcast Rights	428,555		117,877	266,365	462,815
Music License Fees	70,080		26,383	56,272	90,160
Rating Services	66,480		36,764	53,086	90,938
Depreciation & Amortization	658,757		248,694	423,842	760,842
Interest	349,624		0	83,669	463,570
Utility Costs	137,510		91,286	126,555	167,417
Corporate Allocation Charges	133,350		0	40,950	178,401
Employment					
Fulltime	61		39	60	75
Parttime	6		3	6	9

Table 90
UHF Affiliate Stations
ADI Markets 1 - 50

14 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	557,687	5.9	288,133	413,558	573,502
Nat'l/Reg'l Advertising	4,975,562	53.1	1,793,637	3,118,385	4,191,687
Local Advertising	3,843,742	41.0	2,189,718	2,801,309	5,264,514
Total Time Sales	**9,376,991**	**100.0**	**4,703,570**	**6,919,246**	**9,578,111**
Agency & Rep Commissions	1,727,107		656,854	1,320,234	1,961,745
Other Revenue	190,392		36,640	91,596	249,411
Total Net Revenue	**7,840,276**		**4,107,948**	**5,335,007**	**8,058,916**
Departmental Expenses					
Engineering	589,923	9.1	361,952	577,065	698,489
Program & Production	1,893,711	29.3	769,069	1,540,388	2,442,880
News	673,947	10.4	107,946	414,242	906,036
Sales	652,215	10.1	347,081	637,620	893,296
Advertising & Promotion	336,472	5.2	134,375	215,698	543,264
General & Administrative	2,311,987	35.8	1,041,697	1,778,283	2,960,763
Total Expenses	**6,458,257**	**100.0**	**3,500,287**	**5,240,690**	**8,445,363**
Pre-Tax Profit	**1,382,018**		**(600,132)**	**623,180**	**2,085,302**
Selected Revenue Items -					
Total Political Advertising	24,810		371	18,267	25,710
Total Trade-Outs & Barter	302,904		109,851	237,708	466,924
Selected Expense Items -					
Total Salaries	1,785,727		860,281	1,459,628	2,031,785
Cost of Broadcast Rights	1,314,113		422,621	980,789	1,781,872
Music License Fees	124,491		54,613	78,078	192,919
Rating Services	120,764		117,851	126,597	149,261
Depreciation & Amortization	948,210		288,818	769,292	1,625,381
Interest	372,573		238	97,223	313,338
Utility Costs	191,336		136,319	166,898	247,350
Corporate Allocation Charges	127,449		5,361	124,323	207,774
Employment					
Fulltime	70		43	66	94
Parttime	5		1	5	7

Table 91
UHF Affiliate Stations
ADI Markets 51 - 100

37 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	393,442	6.5	225,531	352,650	477,972
Nat'l/Reg'l Advertising	2,810,712	46.3	1,436,383	2,402,612	3,989,667
Local Advertising	2,870,674	47.3	1,856,074	2,740,184	3,632,078
Total Time Sales	**6,074,828**	**100.0**	**4,435,293**	**5,583,618**	**7,385,996**
Agency & Rep Commissions	978,479		692,553	869,470	1,167,933
Other Revenue	125,601		39,889	74,715	196,944
Total Net Revenue	**5,248,977**		**3,783,250**	**5,230,862**	**6,393,075**
Departmental Expenses					
Engineering	470,970	10.3	266,694	480,035	618,617
Program & Production	903,563	19.8	601,604	819,841	1,217,759
News	675,982	14.8	356,367	639,075	846,397
Sales	598,356	13.1	374,187	576,124	721,033
Advertising & Promotion	193,963	4.2	96,742	179,588	289,895
General & Administrative	1,725,079	37.8	1,040,294	1,676,458	2,140,800
Total Expenses	**4,567,915**	**100.0**	**3,273,487**	**4,405,972**	**5,277,304**
Pre-Tax Profit	**681,061**		**(131,905)**	**823,581**	**1,293,518**
Selected Revenue Items -					
Total Political Advertising	38,185		3,765	12,492	52,246
Total Trade-Outs & Barter	161,096		55,344	111,264	188,424
Selected Expense Items -					
Total Salaries	1,696,032		1,213,266	1,566,094	2,078,968
Cost of Broadcast Rights	400,029		167,471	372,699	553,474
Music License Fees	84,505		53,428	78,560	107,182
Rating Services	78,234		68,800	85,000	91,731
Depreciation & Amortization	711,993		325,912	519,186	734,978
Interest	289,741		0	34,571	284,085
Utility Costs	147,589		98,187	144,435	207,833
Corporate Allocation Charges	189,339		0	85,210	248,180
Employment					
Fulltime	70		54	68	84
Parttime	8		5	7	10

Table 92
UHF Affiliate Stations
ADI Markets 101 - 150

36 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	247,797	6.2	127,919	183,175	402,838
Nat'l/Reg'l Advertising	1,736,841	43.7	816,403	1,562,422	2,152,568
Local Advertising	1,989,185	50.1	1,104,324	1,670,726	2,704,192
Total Time Sales	**3,973,821**	**100.0**	**2,536,158**	**3,479,008**	**4,912,239**
Agency & Rep Commissions	591,621		345,101	489,453	774,379
Other Revenue	104,048		45,518	64,792	124,290
Total Net Revenue	**3,486,497**		**2,216,450**	**3,016,080**	**4,192,433**
Departmental Expenses					
Engineering	377,626	10.2	254,247	284,883	481,634
Program & Production	615,183	16.7	393,706	489,326	791,914
News	378,675	10.3	156,173	369,250	551,361
Sales	456,042	12.4	292,782	432,665	568,526
Advertising & Promotion	109,445	3.0	55,835	93,772	151,119
General & Administrative	1,747,286	47.4	976,409	1,284,220	2,124,589
Total Expenses	**3,684,316**	**100.0**	**2,059,795**	**3,394,344**	**4,147,055**
Pre-Tax Profit	**(179,949)**		**(804,120)**	**(185,053)**	**402,264**
Selected Revenue Items -					
Total Political Advertising	6,421		0	2,710	7,097
Total Trade-Outs & Barter	118,981		56,616	124,963	156,492
Selected Expense Items -					
Total Salaries	1,177,639		733,242	1,091,039	1,504,311
Cost of Broadcast Rights	255,803		134,028	238,104	324,191
Music License Fees	45,172		22,632	36,816	60,521
Rating Services	47,840		33,337	44,000	53,615
Depreciation & Amortization	640,681		247,825	397,597	824,455
Interest	451,383		5,414	228,882	529,365
Utility Costs	123,896		90,232	114,527	149,446
Corporate Allocation Charges	123,128		0	16,577	99,516
Employment					
Fulltime	56		37	55	65
Parttime	6		2	5	8

Table 93
UHF Affiliate Stations
ADI Markets 151 +

15 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	168,266	6.1	68,787	136,000	205,162
Nat'l/Reg'l Advertising	1,228,248	44.2	650,434	887,710	1,946,931
Local Advertising	1,379,224	49.7	778,590	999,210	1,954,776
Total Time Sales	**2,775,739**	**100.0**	**1,492,303**	**1,925,789**	**3,558,055**
Agency & Rep Commissions	347,627		163,597	205,028	483,263
Other Revenue	152,121		22,818	80,271	116,374
Total Net Revenue	**2,580,232**		**1,358,634**	**1,831,261**	**3,155,063**
Departmental Expenses					
Engineering	285,276	13.0	165,598	236,673	399,113
Program & Production	378,896	17.2	225,310	300,634	480,000
News	213,653	9.7	109,978	182,701	260,629
Sales	340,808	15.5	216,022	328,889	491,791
Advertising & Promotion	59,067	2.7	22,531	43,891	101,286
General & Administrative	919,014	41.8	454,603	777,634	1,134,002
Total Expenses	**2,196,717**	**100.0**	**1,292,474**	**2,184,516**	**2,367,000**
Pre-Tax Profit	**383,514**		**(178,086)**	**66,160**	**742,471**
Selected Revenue Items -					
Total Political Advertising	10,695		1,647	6,365	17,830
Total Trade-Outs & Barter	83,919		31,577	54,967	157,438
Selected Expense Items -					
Total Salaries	861,715		556,161	759,756	1,160,680
Cost of Broadcast Rights	95,072		48,896	77,059	113,617
Music License Fees	42,793		16,811	23,715	43,938
Rating Services	33,932		27,095	35,101	37,967
Depreciation & Amortization	303,013		110,760	221,689	545,540
Interest	218,515		0	51,833	399,610
Utility Costs	94,851		46,673	77,231	134,789
Corporate Allocation Charges	36,421		0	0	68,478
Employment					
Fulltime	42		31	36	48
Parttime	6		3	5	8

Table 94
UHF Affiliate Stations
Revenue Size Over $6 Million

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	531,692	4.8	371,504	445,916	674,103
Nat'l/Reg'l Advertising	5,857,172	52.7	3,625,267	4,923,662	5,624,148
Local Advertising	4,734,468	42.6	3,625,485	4,230,168	5,531,151
Total Time Sales	**11,123,334**	**100.0**	**7,595,324**	**9,363,299**	**10,791,626**
Agency & Rep Commissions	1,894,330		1,230,476	1,516,496	2,055,094
Other Revenue	223,303		79,439	132,000	353,948
Total Net Revenue	**9,500,354**		**6,620,440**	**7,925,847**	**9,383,127**
Departmental Expenses					
Engineering	651,995	8.7	486,161	586,756	741,139
Program & Production	1,761,023	23.4	1,166,582	1,553,087	1,745,679
News	1,139,580	15.1	820,739	958,640	1,369,920
Sales	859,423	11.4	593,795	837,280	905,825
Advertising & Promotion	316,579	4.2	184,400	264,674	389,752
General & Administrative	2,793,992	37.1	1,712,583	2,140,600	2,959,383
Total Expenses	**7,522,595**	**100.0**	**5,211,080**	**6,961,500**	**8,721,828**
Pre-Tax Profit	**1,977,759**		**91,635**	**1,766,662**	**2,705,757**
Selected Revenue Items -					
Total Political Advertising	62,871		24,190	30,339	87,074
Total Trade-Outs & Barter	249,950		70,757	141,531	331,612
Selected Expense Items -					
Total Salaries	2,532,169		1,875,968	2,229,193	2,986,388
Cost of Broadcast Rights	1,020,944		451,117	752,536	1,147,754
Music License Fees	132,606		78,571	105,684	155,483
Rating Services	106,583		80,924	93,899	128,671
Depreciation & Amortization	1,162,408		526,568	824,455	1,665,740
Interest	423,860		0	61,868	203,428
Utility Costs	211,313		159,749	224,029	257,095
Corporate Allocation Charges	230,317		36,000	158,483	250,057
Employment					
Fulltime	96		80	84	107
Parttime	10		6	7	12

Table 95
UHF Affiliate Stations
Revenue Size $4 - 6 Million

29 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	476,296	8.3	320,820	419,094	493,815
Nat'l/Reg'l Advertising	2,565,217	44.6	2,055,238	2,402,612	3,021,973
Local Advertising	2,714,030	47.2	2,186,113	2,756,342	3,146,281
Total Time Sales	**5,755,545**	**100.0**	**5,098,484**	**5,583,618**	**6,476,867**
Agency & Rep Commissions	936,786		741,132	888,094	1,040,725
Other Revenue	169,061		48,093	71,457	206,559
Total Net Revenue	**4,987,820**		**4,384,426**	**5,100,025**	**5,644,591**
Departmental Expenses					
Engineering	504,036	11.3	390,015	526,150	618,617
Program & Production	874,939	19.6	648,167	815,871	961,950
News	506,910	11.4	377,419	549,312	666,770
Sales	519,446	11.6	384,608	510,001	623,473
Advertising & Promotion	188,810	4.2	107,574	165,518	254,067
General & Administrative	1,868,435	41.9	1,058,588	1,585,919	2,103,064
Total Expenses	**4,462,578**	**100.0**	**3,429,120**	**4,357,554**	**4,897,594**
Pre-Tax Profit	**525,241**		**373,639**	**823,581**	**1,293,518**
Selected Revenue Items -					
Total Political Advertising	17,144		3,575	12,385	21,442
Total Trade-Outs & Barter	162,669		59,735	123,258	219,127
Selected Expense Items -					
Total Salaries	1,478,905		1,363,808	1,495,994	1,677,203
Cost of Broadcast Rights	368,198		161,242	323,840	445,585
Music License Fees	87,274		62,629	75,147	106,793
Rating Services	76,167		53,085	84,247	91,247
Depreciation & Amortization	778,436		320,113	545,540	935,014
Interest	363,976		0	25,631	266,403
Utility Costs	153,766		116,421	145,313	168,184
Corporate Allocation Chares	221,839		0	177,333	342,136
Employment					
Fulltime	66		59	67	73
Parttime	6		4	5	10

Table 96
UHF Affiliate Stations
Revenue Size $2 - 4 Million

31 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	204,925	5.9	125,854	182,202	276,262
Nat'l/Reg'l Advertising	1,462,471	42.2	1,092,010	1,477,502	1,850,135
Local Advertising	1,799,501	51.9	1,352,919	1,649,276	2,204,200
Total Time Sales	**3,466,895**	**100.0**	**2,774,831**	**3,493,338**	**4,111,093**
Agency & Rep Commissions	508,888		408,905	483,263	641,495
Other Revenue	86,285		42,587	74,715	105,444
Total Net Revenue	**3,044,293**		**2,472,903**	**3,122,287**	**3,694,227**
Departmental Expenses					
Engineering	348,564	11.0	257,043	284,455	401,481
Program & Production	632,662	20.0	400,909	505,961	729,901
News	307,198	9.7	177,638	315,849	444,749
Sales	456,252	14.4	336,526	455,848	532,723
Advertising & Promotion	102,034	3.2	40,983	91,031	137,143
General & Administrative	1,322,336	41.7	835,529	1,141,819	1,812,255
Total Expenses	**3,169,115**	**100.0**	**2,429,493**	**3,300,029**	**3,798,285**
Pre-Tax Profit	**(118,714)**		**(584,141)**	**(192,810)**	**461,032**
Selected Revenue Items -					
Total Political Advertising	5,574		202	2,706	5,084
Total Trade-Outs & Barter	132,740		63,292	140,604	196,608
Selected Expense Items -					
Total Salaries	1,066,617		802,164	1,047,936	1,356,033
Cost of Broadcast Rights	253,799		113,340	221,301	326,980
Music License Fees	42,341		26,440	41,557	51,088
Rating Services	52,947		34,418	45,169	54,461
Depreciation & Amortization	435,173		216,225	339,226	592,637
Interest	359,303		32,931	228,882	592,825
Utility Costs	105,867		76,445	94,724	131,598
Corporate Allocation Charges	29,582		0	0	42,950
Employment					
Fulltime	51		39	50	60
Parttime	6		3	5	8

Table 97
UHF Affiliate Stations
Revenue Size Under $2 Million

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	118,040	7.6	68,132	121,000	144,988
Nat'l/Reg'l Advertising	565,508	36.2	330,739	469,955	810,165
Local Advertising	876,718	56.2	687,795	882,000	1,017,046
Total Time Sales	**1,560,266**	**100.0**	**1,265,278**	**1,492,303**	**1,890,128**
Agency & Rep Commissions	198,702		144,628	168,854	211,329
Other Revenue	51,107		20,943	50,129	77,652
Total Net Revenue	**1,412,671**		**1,189,887**	**1,331,510**	**1,693,133**
Departmental Expenses					
Engineering	210,238	11.4	144,934	217,340	273,961
Program & Production	277,336	15.0	179,866	264,316	341,703
News	145,595	7.9	26,540	155,037	209,829
Sales	264,019	14.3	191,898	237,440	333,444
Advertising & Promotion	67,578	3.7	17,569	41,604	102,649
General & Administrative	886,067	47.9	401,177	669,064	1,156,280
Total Expenses	**1,850,837**	**100.0**	**1,203,069**	**1,610,516**	**1,146,234**
Pre-Tax Profit	**(438,165)**		**(793,472)**	**(185,053)**	**46,234**
Selected Revenue Items -					
Total Political Advertising	6,038		0	1,192	9,643
Total Trade-Outs & Barter	80,863		42,319	60,675	128,007
Selected Expense Items -					
Total Salaries	628,797		464,305	546,097	717,926
Cost of Broadcast Rights	117,117		50,115	93,173	169,548
Music License Fees	22,115		15,551	21,813	24,295
Rating Services	32,793		21,816	32,859	40,118
Depreciation & Amortization	298,593		94,594	220,069	457,061
Interest	241,977		0	102,794	484,381
Utility Costs	87,238		58,225	95,556	111,961
Corporate Allocation Charges	48,471		0	0	68,478
Employment					
Fulltime	33		27	32	36
Parttime	4		2	3	7

Table 98
UHF Independent Stations
Nationwide

101 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	18,112	0.2	0	0	0
Nat'l/Reg'l Advertising	4,623,289	53.8	1,068,196	2,731,863	5,319,589
Local Advertising	3,945,897	46.0	1,294,124	2,481,115	4,793,452
Total Time Sales	**8,587,299**	**100.0**	**2,448,189**	**5,131,526**	**10,683,107**
Agency & Rep Commissions	1,647,595		333,524	1,021,558	1,833,872
Other Revenue	247,112		43,995	105,213	227,659
Total Net Revenue	**7,118,836**		**2,116,431**	**4,265,004**	**9,073,580**
Departmental Expenses					
Engineering	574,748	7.7	246,238	432,689	736,493
Program & Production	3,281,513	44.0	723,797	1,778,889	4,442,607
News	137,607	1.8	0	0	60,730
Sales	781,726	10.5	377,000	660,654	1,053,690
Advertising & Promotion	460,881	6.2	120,186	319,854	769,987
General & Administrative	2,222,851	29.8	999,950	1,795,617	2,933,748
Total Expenses	**7,290,864**	**100.0**	**2,892,019**	**5,024,634**	**9,851,683**
Pre-Tax Profit	**(172,027)**		**(1,710,969)**	**(183,369)**	**786,280**
Selected Revenue Items -					
Total Political Advertising	20,983		0	600	7,400
Total Trade-Outs & Barter	394,624		132,887	261,818	496,630
Selected Expense Items -					
Total Salaries	1,419,968		662,546	1,040,065	1,869,213
Cost of Broadcast Rights	2,745,581		478,980	1,403,710	3,753,292
Music License Fees	89,593		22,314	45,251	110,768
Rating Services	139,126		36,491	91,324	145,592
Depreciation & Amortization	742,678		319,379	510,435	989,522
Interest	473,143		29,029	214,347	605,960
Utility Costs	156,309		95,936	147,545	204,236
Corporate Allocation Charges	144,982		0	50,000	166,242
Employment					
Fulltime	54		34	44	62
Parttime	4		1	2	5

Table 99
UHF Independent Stations
ADI Markets 1 - 10

20 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	4,155	0.0	0	0	0
Nat'l/Reg'l Advertising	9,960,427	54.7	2,563,500	8,154,632	18,148,578
Local Advertising	8,244,912	45.3	2,554,150	5,951,242	11,146,108
Total Time Sales	**18,209,494**	**100.0**	**5,136,662**	**13,633,062**	**32,413,128**
Agency & Rep Commissions	3,592,545		871,521	2,283,206	5,878,480
Other Revenue	378,261		78,508	169,278	519,219
Total Net Revenue	**14,995,212**		**4,446,112**	**10,995,380**	**25,432,322**
Departmental Expenses					
Engineering	1,018,588	7.4	544,210	741,988	1,621,685
Program & Production	6,840,420	49.8	720,701	7,052,925	10,000,640
News	375,800	2.7	5,000	111,084	570,627
Sales	1,317,355	9.6	639,394	1,309,497	1,631,980
Advertising & Promotion	792,691	5.8	189,375	874,089	1,125,244
General & Administrative	3,396,598	24.7	1,599,714	2,933,793	4,724,716
Total Expenses	**13,592,953**	**100.0**	**7,599,718**	**12,979,814**	**18,907,080**
Pre-Tax Profit	**1,402,258**		**(3,189,070)**	**933,299**	**6,406,379**
Selected Revenue Items -					
Total Political Advertising	75,341		0	9,970	45,190
Total Trade-Outs & Barter	471,942		182,993	445,454	692,447
Selected Expense Items -					
Total Salaries	2,500,231		1,191,169	2,510,862	3,373,171
Cost of Broadcast Rights	6,047,243		911,967	6,880,634	9,067,284
Music License Fees	188,319		68,302	124,461	230,266
Rating Services	338,752		11,495	302,261	459,760
Depreciation & Amortization	1,386,280		580,058	750,661	2,436,607
Interest	321,530		0	152,622	341,029
Utility Costs	233,047		156,802	240,134	307,379
Corporate Allocation Charges	277,721		0	102,800	527,595
Employment					
Fulltime	81		43	76	114
Parttime	6		2	4	10

Table 100
UHF Independent Stations
ADI Markets 11 - 25

21 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	0	0.0	0	0	0
Nat'l/Reg'l Advertising	5,847,301	54.1	2,474,476	4,147,247	9,036,711
Local Advertising	4,959,413	45.9	2,655,634	4,643,782	7,403,487
Total Time Sales	**10,806,714**	**100.0**	**4,820,924**	**9,513,821**	**17,316,780**
Agency & Rep Commissions	2,200,251		925,877	1,493,473	2,966,919
Other Revenue	426,975		95,909	198,014	558,451
Total Net Revenue	**9,021,038**		**4,465,191**	**7,974,699**	**13,227,195**
Departmental Expense					
Engineering	731,204	7.5	422,682	540,350	965,366
Program & Production	4,615,680	47.2	1,795,510	4,442,607	6,514,978
News	236,519	2.4	0	40,251	258,151
Sales	942,050	9.6	578,659	1,030,384	1,201,213
Advertising & Promotion	756,091	7.7	317,368	837,014	1,111,981
General & Administrative	2,507,241	25.6	1,773,936	2,252,988	3,481,367
Total Expenses	**9,743,929**	**100.0**	**8,085,313**	**9,521,732**	**12,056,849**
Pre-Tax Profit	**(722,890)**		**(2,631,831)**	**(117,732)**	**1,280,917**
Selected Revenue Items -					
Total Political Advertising	20,114		0	29	6,745
Total Trade-Outs & Barter	555,533		175,748	412,969	694,845
Selected Expense Items -					
Total Salaries	1,859,073		1,255,844	1,811,800	2,088,174
Cost of Broadcast Rights	4,200,279		1,476,029	3,754,793	5,819,505
Music License Fees	115,342		27,081	77,637	211,912
Rating Services	130,854		71,813	144,827	173,956
Depreciation & Amortization	649,730		378,142	519,146	989,489
Interest	508,085		0	205,500	923,456
Utility Costs	191,513		140,072	190,924	230,008
Corporate Allocation Charges	87,113		0	1,000	161,536
Employment					
Fulltime	67		50	62	73
Parttime	5		1	3	6

Table 101
UHF Independent Stations
ADI Markets 26 - 50

26 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	45,993	0.7	0	0	3,225
Nat'l/Reg'l Advertising	3,380,049	52.4	1,834,696	3,050,084	4,031,428
Local Advertising	3,020,302	46.9	1,663,859	2,531,670	3,145,243
Total Time Sales	**6,446,345**	**100.0**	**3,526,515**	**5,171,283**	**7,819,521**
Agency & Rep Commissions	1,146,234		615,389	1,036,741	1,532,335
Other Revenue	117,653		44,768	94,741	144,668
Total Net Revenue	**5,417,764**		**3,037,539**	**4,463,625**	**6,320,043**
Departmental Expenses					
Engineering	437,906	7.6	227,899	339,157	583,476
Program & Production	2,192,096	37.9	994,185	1,854,076	2,575,218
News	11,229	0.2	0	0	5,712
Sales	667,797	11.5	446,294	666,318	827,666
Advertising & Promotion	326,240	5.6	190,540	248,022	461,334
General & Administrative	2,154,218	37.2	1,139,680	1,894,607	2,813,915
Total Expenses	**5,789,487**	**100.0**	**4,074,234**	**4,935,619**	**7,274,125**
Pre-Tax Profit	**(371,723)**		**(1,536,954)**	**(310,284)**	**571,115**
Selected Revenue Items -					
Total Political Advertising	7,958		0	2,099	8,316
Total Trade-Outs & Barter	339,079		116,388	252,909	426,434
Selected Expense Items -					
Total Salaries	1,082,186		746,177	978,911	1,317,815
Cost of Broadcast Rights	1,705,045		714,677	1,390,855	1,977,541
Music License Fees	69,396		33,073	64,000	91,948
Rating Services	101,084		79,375	99,320	117,100
Depreciation & Amortization	692,146		329,523	588,418	1,069,454
Interest	730,194		49,513	512,877	823,792
Utility Costs	133,130		100,966	133,923	158,544
Corporate Allocation Charges	74,724		0	23,570	156,420
Employment					
Fulltime	44		35	42	52
Parttime	2		1	2	3

Table 102
UHF Independent Stations
ADI Markets 51 +

34 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	16,129	0.5	0	0	0
Nat'l/Reg'l Advertising	1,589,264	52.4	472,516	1,061,305	2,497,403
Local Advertising	1,424,726	47.0	722,607	1,171,452	1,989,938
Total Time Sales	**3,030,121**	**100.0**	**1,098,113**	**2,011,422**	**4,675,280**
Agency & Rep Commissions	512,160		104,214	325,100	924,822
Other Revenue	155,167		26,789	57,638	133,872
Total Net Revenue	**2,611,606**		**1,020,324**	**1,757,217**	**3,920,897**
Departmental Expenses					
Engineering	305,859	9.1	205,241	271,021	399,412
Program & Production	1,066,800	31.7	350,760	1,060,216	1,563,332
News	26,507	0.8	0	0	5,655
Sales	439,322	13.1	193,759	353,405	653,576
Advertising & Promotion	169,163	5.0	34,497	144,125	308,488
General & Administrative	1,358,393	40.4	775,575	1,061,190	1,605,384
Total Expenses	**3,216,736**	**100.0**	**1,526,703**	**2,735,824**	**4,487,040**
Pre-Tax Profit	**(605,130)**		**(1,333,303)**	**(526,561)**	**40,724**
Selected Revenue Items -					
Total Political Advertising	4,957		0	0	1,550
Total Trade-Outs & Barter	278,582		111,626	167,267	306,903
Selected Expense Items -					
Total Salaries	720,532		479,891	600,421	954,793
Cost of Broadcast Rights	772,049		250,193	609,778	1,215,495
Music License Fees	24,744		8,890	23,450	33,609
Rating Services	47,579		19,325	36,000	73,473
Depreciation & Amortization	419,098		211,138	307,964	459,344
Interest	339,989		68,032	149,435	425,640
Utility Costs	104,958		63,874	95,936	136,995
Corporate Allocation Charges	157,350		0	53,111	140,157
Employment					
Fulltime	36		28	35	44
Parttime	3		1	2	3

Table 103
UHF Independent Stations
Revenue Size Over $10 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	16,868	0.1	0	0	0
Nat'l/Reg'l Advertising	12,831,859	56.9	8,386,257	10,930,895	16,925,250
Local Advertising	9,712,486	43.0	5,026,400	8,043,900	11,315,870
Total Time Sales	**22,561,212**	**100.0**	**13,766,233**	**18,896,980**	**31,556,080**
Agency & Rep Commissions	4,440,674		2,444,200	3,003,060	5,676,688
Other Revenue	509,582		105,037	233,850	803,342
Total Net Revenue	**18,630,122**		**13,028,113**	**15,409,526**	**22,396,260**
Departmental Expenses					
Engineering	1,099,372	7.1	598,045	968,182	1,375,470
Program & Production	8,126,068	52.8	3,115,542	8,038,694	11,165,874
News	433,109	2.8	41,723	122,000	859,636
Sales	1,515,068	9.8	1,118,752	1,321,000	1,651,675
Advertising & Promotion	897,104	5.8	397,152	877,773	1,327,484
General & Administrative	3,314,704	21.5	2,025,900	2,777,693	4,627,308
Total Expenses	**15,386,733**	**100.0**	**10,179,148**	**14,158,470**	**18,823,500**
Pre-Tax Profit	**3,243,388**		**1,251,056**	**2,849,965**	**4,152,083**
Selected Revenue Items -					
Total Political Advertising	29,068		4,967	10,000	26,327
Total Trade-Outs & Barter	745,017		261,818	668,306	1,048,915
Selected Expense Items -					
Total Salaries	2,865,544		2,048,379	2,607,219	3,397,559
Cost of Broadcast Rights	6,632,985		2,366,095	6,880,634	9,276,642
Music License Fees	195,216		115,067	186,926	262,814
Rating Services	320,953		144,373	231,706	433,207
Depreciation & Amortization	1,273,215		541,838	744,536	1,518,471
Interest	208,483		0	0	205,500
Utility Costs	234,007		165,452	236,891	298,421
Corporate Allocation Charges	306,091		0	170,000	450,000
Employment					
Fulltime	92		65	76	115
Parttime	8		2	5	14

Table 104
UHF Independent Stations
Revenue Size $5 - 10 Million

23 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	34,222	0.4	0	0	0
Nat'l/Reg'l Advertising	4,070,816	49.2	3,497,768	3,755,591	4,735,786
Local Advertising	4,173,991	50.4	2,981,181	3,146,032	4,835,497
Total Time Sales	**8,279,030**	**100.0**	**6,678,146**	**7,808,743**	**9,513,821**
Agency & Rep Commissions	1,637,955		1,142,306	1,398,340	1,602,862
Other Revenue	203,735		82,310	127,867	272,999
Total Net Revenue	**6,833,487**		**5,584,441**	**6,373,474**	**7,974,699**
Departmental Expenses					
Engineering	652,959	7.7	365,625	455,256	863,867
Program & Production	3,541,305	41.5	1,901,799	2,497,044	5,342,915
News	89,547	1.1	0	0	54,225
Sales	823,003	9.7	577,307	787,987	1,037,989
Advertising & Promotion	606,323	7.1	241,101	530,011	926,976
General & Administrative	2,811,266	33.0	1,586,003	2,428,290	3,812,637
Total Expenses	**8,393,970**	**100.0**	**5,742,718**	**8,133,865**	**10,233,001**
Pre-Tax Profit	**(1,560,482)**		**(2,866,975)**	**(959,954)**	**(701,377)**
Selected Revenue Items -					
Total Political Advertising	49,397		0	2,848	6,100
Total Trade-Outs & Barter	401,688		169,643	404,255	580,890
Selected Expense Items -					
Total Salaries	1,462,250		1,152,847	1,366,685	1,838,789
Cost of Broadcast Rights	2,834,540		1,272,056	2,246,707	4,143,865
Music License Fees	88,053		45,251	79,833	106,470
Rating Services	139,459		88,576	126,400	159,616
Depreciation & Amortization	850,754		400,501	859,143	1,093,500
Interest	794,420		54,755	416,105	1,599,539
Utility Costs	184,580		123,198	167,303	242,347
Corporate Allocation Charges	114,237		0	72,800	176,422
Employment					
Fulltime	55		44	52	59
Parttime	2		0	2	4

Table 105
UHF Independent Stations
Revenue Size $3 - 5 Million

52 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	1,762	0.0	0	0	0
Nat'l/Reg'l Advertising	2,366,491	53.8	1,828,710	2,448,092	2,926,395
Local Advertising	2,027,401	46.1	1,732,257	1,956,425	2,426,834
Total Time Sales	**4,395,655**	**100.0**	**3,727,493**	**4,659,711**	**5,079,355**
Agency & Rep Commissions	749,639		591,763	718,289	982,567
Other Revenue	180,343		79,575	104,946	219,963
Total Net Revenue	**3,826,359**		**3,284,560**	**3,921,794**	**4,246,598**
Departmental Expenses					
Engineering	348,275	7.5	227,142	300,781	479,496
Program & Production	1,431,191	30.8	690,296	1,453,946	1,940,684
News	19,075	0.4	0	0	3,766
Sales	582,265	12.5	452,030	566,226	717,972
Advertising & Promotion	291,906	6.3	141,720	383,841	383,841
General & Administrative	1,970,187	42.4	1,348,155	1,763,349	2,447,871
Total Expenses	**4,659,401**	**100.0**	**3,760,355**	**4,275,206**	**5,635,787**
Pre-Tax Profit	**(833,042)**		**(1,872,543)**	**(155,656)**	**85,843**
Selected Revenue Items -					
Total Political Advertising	8,169		0	485	3,673
Total Trade-Outs & Barter	359,966		176,234	347,336	478,008
Selected Expense Items -					
Total Salaries	904,598		770,200	936,221	1,026,241
Cost of Broadcast Rights	1,171,799		520,066	1,218,750	1,626,552
usic License Fees	44,854		26,156	43,704	66,880
Rating Services	87,003		54,511	80,513	106,877
Depreciation & Amortization	497,887		282,820	395,803	588,506
Interest	552,101		214,347	415,354	719,352
Utility Costs	127,981		93,731	131,207	155,919
Corporate Allocation Charges	121,464		0	29,241	131,354
Employment					
Fulltime	41		35	41	44
Parttime	2		1	1	3

Table 106
UHF Independent Stations
Revenue Size Under $3 Million

35 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	17,672	1.0	0	0	471
Nat'l/Reg'l Advertising	771,692	42.7	323,507	620,461	1,166,652
Local Advertising	1,019,198	56.4	432,112	925,060	1,523,806
Total Time Sales	**1,808,564**	**100.0**	**882,685**	**1,664,864**	**2,674,036**
Agency & Rep Commissions	292,891		81,444	201,846	399,046
Other Revenue	138,177		24,036	54,779	111,596
Total Net Revenue	**1,623,208**		**896,000**	**1,559,878**	**2,240,482**
Departmental Expenses					
Engineering	291,847	10.1	173,174	234,890	399,893
Program & Production	845,344	29.3	250,181	630,000	1,444,405
News	36,984	1.3	0	0	14,449
Sales	349,631	12.1	146,850	305,501	574,971
Advertising & Promotion	157,888	5.5	20,000	120,117	242,886
General & Administrative	1,204,884	41.7	715,200	929,718	1,533,522
Total Expenses	**2,749,517**	**100.0**	**1,466,872**	**2,112,300**	**3,790,403**
Pre-Tax Profit	**(1,126,308)**		**(1,677,541)**	**(902,918)**	**(49,000)**
Selected Revenue Items -					
Total Political Advertising	2,862		0	0	284
Total Trade-Outs & Barter	158,280		85,675	126,482	201,621
Selected Expense Items -					
Total Salaries	672,675		461,990	577,992	793,891
Cost of Broadcast Rights	741,083		241,956	632,312	1,165,358
Music License Fees	41,234		5,400	14,631	27,929
Rating Services	37,604		9,552	29,532	65,696
Depreciation & Amortization	422,387		183,389	296,550	461,748
Interest	397,959		48,821	168,375	487,474
Utility Costs	103,572		57,616	94,683	149,250
Corporate Allocation Charges	44,483		0	0	73,343
Employment					
Fulltime	34		26	32	38
Parttime	3		0	2	3

Table 107
VHF Independent Stations
Nationwide

25 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	61,730	0.1	0	0	16,130
Nat'l/Reg'l Advertising	16,846,826	38.2	4,517,080	14,018,757	25,975,124
Local Advertising	27,161,140	61.6	3,974,293	10,832,461	54,279,236
Total Time Sales	**44,069,696**	**100.0**	**8,708,918**	**32,446,000**	**84,547,376**
Agency & Rep Commissions	7,024,887		1,328,293	5,153,067	14,334,422
Other Revenue	469,703		158,919	305,490	649,008
Total Net Revenue	**37,514,512**		**7,572,610**	**26,941,000**	**70,623,712**
Departmental Expenses					
Engineering	2,152,186	7.7	607,634	1,518,342	3,702,287
Program & Production	14,731,297	52.6	2,700,133	10,081,995	31,564,868
News	1,955,553	7.0	286,687	975,089	3,628,170
Sales	2,499,318	8.9	984,592	1,649,138	4,261,679
Advertising & Promotion	1,488,250	5.3	308,204	1,039,932	2,302,072
General & Administrative	5,188,888	18.5	1,840,219	4,383,036	6,987,720
Total Expenses	**28,015,542**	**100.0**	**7,672,620**	**16,945,430**	**55,259,008**
Pre-Tax Profit	**9,499,059**		**293,187**	**10,425,021**	**17,864,164**
Selected Revenue Items -					
Total Political Advertising	74,943		0	10,600	24,705
Total Trade-Outs & Barter	1,104,474		198,777	612,496	1,151,309
Selected Expense Items -					
Total Salaries	5,943,555		1,972,500	3,822,915	10,074,500
Cost of Broadcast Rights	10,849,866		2,130,939	7,291,659	15,446,217
Music License Fees	461,649		161,631	352,000	640,499
Rating Services	614,671		144,521	273,473	1,190,157
Depreciation & Amortization	1,410,072		594,592	915,501	1,321,234
Interest	688,841		0	41,000	649,813
Utility Costs	187,474		88,425	117,406	228,907
Corporate Allocation Charges	454,287		0	255,222	763,357
Employment					
Fulltime	134		64	110	213
Parttime	15		4	14	22

Table 108
VHF Independent Stations
ADI Markets 1 - 10

10 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	51,286	0.1	0	0	0
Nat'l/Reg'l Advertising	27,511,638	32.1	18,171,906	28,101,596	37,436,428
Local Advertising	58,274,748	67.9	34,841,004	64,254,736	73,955,968
Total Time Sales	**85,837,672**	**100.0**	**63,890,116**	**92,679,696**	**109,000,016**
Agency & Rep Commissions	13,183,765		11,323,916	14,586,000	16,428,168
Other Revenue	706,420		352,048	647,359	1,137,152
Total Net Revenue	**73,360,328**		**55,104,656**	**77,853,664**	**93,487,328**
Departmental Expenses					
Engineering	4,047,947	7.7	3,168,325	4,295,402	5,171,651
Program & Production	29,232,742	55.7	18,910,536	32,203,888	35,096,252
News	3,974,916	7.6	2,447,055	4,409,242	5,411,160
Sales	4,642,717	8.8	2,830,433	5,257,329	6,035,632
Advertising & Promotion	2,901,404	5.5	2,169,969	2,539,072	3,638,966
General & Administrative	7,712,675	14.7	5,341,502	6,987,720	10,209,919
Total Expenses	**52,512,300**	**100.0**	**36,383,132**	**57,090,440**	**66,461,132**
Pre-Tax Profit	**20,848,028**		**12,569,290**	**20,239,200**	**27,645,804**
Selected Revenue Items -					
Total Political Advertising	178,141		0	140,000	222,437
Total Trade-Outs & Barter	2,008,031		617,876	1,437,818	3,101,172
Selected Expense Items -					
Total Salaries	11,095,779		8,413,104	11,614,964	14,245,050
Cost of Broadcast Rights	20,297,216		11,884,060	20,857,172	28,890,988
Music License Fees	858,426		539,042	725,999	1,325,793
Rating Services	1,233,988		1,066,699	1,261,306	1,404,282
Depreciation & Amortization	2,063,013		871,545	1,260,960	2,156,261
Interest	153,222		0	0	28,000
Utility Costs	336,838		200,986	326,240	386,050
Corporate Allocation Charges	915,376		429,000	843,353	1,064,950
Employment					
Fulltime	223		200	226	268
Parttime	19		12	18	29

Table 109
VHF Independent Stations
ADI Markets 11 +

15 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	68,693	0.4	0	0	117,861
Nat'l/Reg'l Advertising	9,736,950	60.0	1,631,910	9,987,924	17,969,320
Local Advertising	6,418,733	39.6	1,258,896	7,131,427	10,422,258
Total Time Sales	**16,224,376**	**100.0**	**2,796,655**	**17,982,684**	**27,137,938**
Agency & Rep Commissions	2,918,969		477,912	3,255,892	5,153,067
Other Revenue	311,891		95,480	233,250	380,096
Total Net Revenue	**13,617,299**		**2,583,702**	**14,960,043**	**22,602,555**
Departmental Expenses					
Engineering	888,345	7.6	318,388	846,000	1,518,342
Program & Production	5,063,667	43.3	1,288,190	4,019,855	9,259,481
News	609,311	5.2	62,319	717,723	975,089
Sales	1,070,385	9.2	582,226	1,109,488	1,641,000
Advertising & Promotion	546,147	4.7	171,635	569,298	884,000
General & Administrative	3,506,363	30.0	955,508	2,503,233	4,383,036
Total Expenses	**11,684,220**	**100.0**	**4,389,123**	**12,307,291**	**15,895,213**
Pre-Tax Profit	**1,933,078**		**(969,071)**	**1,345,968**	**6,293,868**
Selected Revenue Items -					
Total Political Advertising	8,602		0	9,237	13,111
Total Trade-Outs & Barter	459,077		106,444	417,284	751,021
Selected Expense Items -					
Total Salaries	2,508,740		972,682	3,225,587	3,822,915
Cost of Broadcast Rights	4,101,758		1,052,704	3,067,422	7,280,141
Music License Fees	197,131		33,596	188,320	352,000
Rating Services	172,301		48,262	203,187	244,451
Depreciation & Amortization	974,778		509,012	715,689	999,469
Interest	1,010,212		0	194,286	786,056
Utility Costs	97,855		75,316	97,000	121,712
Corporate Allocation Charges	170,539		0	99,706	280,011
Employment					
Fulltime	81		44	96	110
Parttime	12		4	10	18

Table 110
VHF Independent Stations
Revenue Size Over $20 Million

15 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	35,229	0.1	0	0	0
Nat'l/Reg'l Advertising	24,745,392	36.7	17,969,320	22,507,282	31,713,000
Local Advertising	42,693,352	63.3	13,436,539	35,708,104	68,082,928
Total Time Sales	**67,473,976**	**100.0**	**33,339,744**	**68,611,200**	**99,417,000**
Agency & Rep Commissions	10,702,145		5,759,000	12,370,400	15,811,313
Other Revenue	689,528		380,096	674,000	1,110,000
Total Net Revenue	**57,461,356**		**27,370,452**	**57,539,500**	**86,055,000**
Departmental Expenses					
Engineering	3,161,469	7.8	1,518,342	3,375,000	4,828,000
Program & Production	22,487,030	55.4	10,081,995	19,567,616	33,267,000
News	3,018,553	7.4	995,000	2,487,000	5,172,763
Sales	3,607,850	8.9	1,649,138	3,070,147	5,836,652
Advertising & Promotion	2,252,305	5.6	1,107,347	2,261,726	3,192,167
General & Administrative	6,027,628	14.9	2,721,738	5,542,260	7,751,447
Total Expenses	**40,554,768**	**100.0**	**16,945,430**	**36,692,100**	**59,609,000**
Pre-Tax Profit	**16,906,586**		**11,098,400**	**14,959,521**	**23,584,044**
Selected Revenue Items -					
Total Political Advertising	118,180		0	15,066	152,831
Total Trade-Outs & Barter	1,542,540		385,597	913,024	2,773,000
Selected Expense Items -					
Total Salaries	8,627,717		3,577,624	8,623,300	13,474,210
Cost of Broadcast Rights	15,849,061		7,268,624	13,169,700	27,886,000
Music License Fees	696,226		366,000	555,000	991,507
Rating Services	911,146		284,000	1,115,000	1,332,800
Depreciation & Amortization	1,629,967		715,689	931,000	1,670,200
Interest	171,638		0	0	67,076
Utility Costs	258,957		107,247	205,753	336,579
Corporate Allocation Charges	678,372		152,400	564,000	990,197
Employment					
Fulltime	183		109	201	243
Parttime	18		12	15	28

Table 111
VHF Independent Stations
Revenue Size Under $20 Million

10 Stations Reporting

Station Revenue & Expense Items	Average ($)	Average (%)	Percentile ($) 25%	Percentile ($) 50% (median)	Percentile ($) 75%
Network Compensation	101,481	1.1	0	10,050	184,576
Nat'l/Reg'l Advertising	4,998,975	55.8	1,005,700	3,316,942	10,483,375
Local Advertising	3,862,823	43.1	920,401	2,697,720	7,317,795
Total Time Sales	**8,963,280**	**100.0**	**2,387,734**	**6,028,571**	**18,262,302**
Agency & Rep Commissions	1,509,001		207,673	780,034	3,307,809
Other Revenue	139,965		60,891	122,295	235,424
Total Net Revenue	**7,594,244**		**2,087,856**	**5,376,672**	**15,173,384**
Departmental Expenses					
Engineering	638,261	6.9	282,902	402,717	1,018,637
Program & Production	3,097,698	33.6	684,961	1,753,200	4,167,254
News	361,053	3.9	2,953	243,355	789,687
Sales	836,518	9.1	360,777	781,373	1,199,911
Advertising & Promotion	342,167	3.7	88,834	255,168	652,094
General & Administrative	3,930,778	42.7	917,808	2,325,510	4,635,023
Total Expenses	**9,206,478**	**100.0**	**2,882,887**	**6,914,009**	**12,445,021**
Pre-Tax Profit	**(1,612,233)**		**(3,457,813)**	**(1,020)**	**1,534,934**
Selected Revenue Items -					
Total Political Advertising	7,686		0	2,946	16,788
Total Trade-Outs & Barter	374,364		77,573	244,702	617,232
Selected Expense Items -					
Total Salaries	1,917,314		748,686	1,287,769	3,408,053
Cost of Broadcast Rights	2,517,874		459,942	1,447,169	3,067,422
Music License Fees	109,784		21,693	91,341	208,074
Rating Services	120,545		46,124	115,620	215,876
Depreciation & Amortization	1,080,229		426,407	709,118	1,056,474
Interest	1,412,925		137,433	407,841	858,632
Utility Costs	87,398		48,013	87,448	123,712
Corporate Allocation Charges	90,148		0	54,553	209,215
Employment					
Fulltime	67		37	54	106
Parttime	11		3	5	18

Definitions

REVENUES

Network Compensation — Gross revenues from the sale of station time to networks.

National/Regional Advertising — Gross revenues from the sale of station time to national and regional advertisers or sponsors. Includes agency and rep commissions, trade-outs and barter and political advertising revenue.

Local Advertising — Gross revenues from the sale of station time to local advertisers or sponsors. Includes any agency and rep commissions, trade-outs and barter and political advertising revenues.

Total Time Sales — Addition of network compensation, national/regional advertising, and local advertising.

Agency and Rep Commissions — Commissions paid to agency's *reps* and brokers but not to station sales personnel.

Revenues Other Than Time Sales — Includes all broadcast revenue other than from time sales, such as all production costs charged to advertisers or sponsors for programs, materials, facilities or services. Also includes any donations, rental of studio facilities and any fees received from others for the use of talent on the station's payroll.

Total 1985 Net Revenues — Total of time sales plus revenues other than time sales minus agency and rep commissions.

Political Advertising Revenues — Sale of station time to political candidates.

Trade-Outs and Barter — Total trade-outs and barter included in national/regional advertising and local advertising. Trade sales should be estimated as the amount of cash the station would have paid for the merchandise or services received.

EXPENSES (Including Salaries)

Engineering — The direct costs of operating and maintaining the studio and transmitter equipment, including salaries and wages and bonuses.

Program and Production — Includes talent fees, music license fees and all other costs of production including salaries and wages and bonuses.

News — Includes the salaries and wages of those engaged in the production and presentation of news and other expenses incurred by this department.

Sales — Salaries and wages, commissions and related other expenses of those engaged in selling air time.

Advertising and Promotion — The cost of advertising and promoting the station directed towards prospective audiences and advertisers, including salaries and wages of those engaged in such functions. Rating services are also included.

General and Administrative — All taxes except federal, the cost of services, supplies, etc., other than engineering, program, news, sales or advertising and promotion expenses. Also includes depreciation and amortization, interest, travel and entertainment, utility costs, legal and auditing fees and bad debts.

Total Expenses — Total of departmental expenses.

SELECTED EXPENSE ITEMS

Total Salaries — The cost of all salaries including all commissions, bonuses, etc.

Total Cost of Broadcast Rights — Includes features, syndicated specials, sports events and barter programming.

Music License Fees — The cost of license fees payable directly to ASCAP, BMI, SESAC and other similar music licensing orgainzations.

Rating Services — The cost of Nielsen, Arbitron, Broadcast Advertisers Report (BAR), etc.

Depreciation and Amortization — Includes depreciation of tangible property and amortization of leasehold improvements.

Interest — The expense accrued on the station's obligations including notes, bonds and mortgages payable.

Utility Costs — The cost of purchased light, heat and power.

Any Corporate Allocation Charges — Represents amounts paid of management services, including accounting, computer services and management fees to either the home offfice or an affiliated branch or company under common control.

EMPLOYMENT

Full-time Employees — Count all employees as "full-time" when they are employed for 30 hours or more a week as of the last pay period in 1985.

Part-time Employees — All employees working less than 30 hours per week as of the last pay period in 1985.

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